

Research on Integrated Marketing Communication Strategy of Tourism Brand

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Abstract: Tourism is a kind of pre consumption product, which determines that the brand image of tourism products is an important factor for potential tourists to recognize the brand formation in the process of communication, thus generating tourism motivation and finally realizing the travel plan. From the perspective of tourists, brand is an important guide to choose tourism destination. From the perspective of scenic spots, brand is an important means to distinguish its own tourism products from other tourism products, especially the increasingly fierce tourism market. To improve its market competitiveness, tourism enterprises need to create a new brand image and strengthen brand communication. The brand-new market environment and information environment will inevitably give birth to brand-new marketing communication concepts. Integrated marketing communication is a marketing theory emerged and developed in the 1990s. It takes consumers as the center, unifies and coordinates all marketing communication methods, transmits product information to consumers through a unified communication image, promotes two-way communication between tourism enterprises and consumers, and enables product brands to quickly penetrate into consumers' minds. This article mainly analyzes the integrated marketing communication strategy of tourism brands.

1. Brief Introduction of Related Concepts

1.1 The Concept of Brand

Brand is an important identification mark to distinguish the products and services of different manufacturers. Its main components include words, marks, symbols, patterns, colors, etc. For an enterprise, brand is an intangible asset, which is not only the mark that distinguishes the enterprise from other manufacturers, but also the core competitiveness of the enterprise. An excellent brand must have high popularity, high reputation and high brand loyalty. We can divide the connotation of brand into six levels, the bottom is attribute, the second is benefit, the third is user, the fourth is culture, personality and value are located in the fifth and sixth levels respectively. The higher the level is, the more important the impact on the connotation of the brand is. It can be said that the value, culture and personality of the brand represent the characteristics, benefits and service commitment of the enterprise products, and directly reflect the enterprise image. Therefore, these are the essential elements of the brand.

1.2 Integrated Marketing Communication

In fact, so far the industry has not made an accurate and comprehensive definition of integrated marketing communication. Some scholars believe that this is a concept of marketing communication plan, which requires enterprises to fully realize various communication means that can bring added value, including ordinary advertisement, direct response advertisement, sales promotion, public relations, etc. These means of communication will be combined together to provide clear and consistent information for the formulation and implementation of marketing plans and realize the marketing goal of maximizing the influence of communication. However, this definition emphasizes the need for an enterprise organization to have a marketing communication plan, ignoring the measurable results, consumer orientation and other elements. Other scholars believe that IMC is the management of consumers and potential consumers' contact with information sources such as products or services. Its main goal is to improve consumers' loyalty and influence their consumption behavior. The definition takes consumers and potential consumers as

the core of the concept. It emphasizes getting responses from consumers through integrated marketing communication, and attaches importance to cultivating the concern between brands and customers. However, the definition ignores the strategic thinking and result measurement elements in the integrated marketing communication plan.

Based on the definition of integrated marketing communication put forward by various scholars, the author believes that integrated marketing communication should first determine its core positioning of marketing communication, which is a high-level form of marketing communication strategy. Integrated marketing communication is a process in which marketers use various marketing communication tools to transmit brand information to consumers. Therefore, the main responsibility of integrated marketing communication is to establish a good relationship between customers and brands and to pursue the ultimate value of brands. Integrated marketing communication is not only a concept that belongs to the category of marketing communication, but also a process of marketing communication, which starts with consumers. On the basis of understanding the consumer market, marketers coordinate the use of various marketing communication tools to convey consistent and consistent brand information to consumers. In this process, they create a good brand image, establish a close relationship with consumers, and ultimately have an impact on consumer behavior.

2. Principles of Integrated Marketing Communication for Tourism Brands

In the process of tourism brand marketing, the application of integrated marketing communication strategy should follow the following principles:

First, the principle of audience orientation. In the process of integrated marketing communication, customer needs should be taken as the guidance, brand positioning, media selection, content production, marketing plan and other aspects of tourism enterprises should be integrated. By subdividing the target market to understand the information contact points of the target tourism consumers, and selecting the correct marketing time and space, media and content, etc., tourism brand information can be accurately transmitted to the target consumers, and a stable and harmonious relationship with consumers can be established to achieve the goal of integrated marketing communication. Secondly, new elements are integrated on the basis of tradition. With the development of new technology, the forms of media are becoming more and more diversified, and the contact habits between consumption and media have also changed. Traditional TV, newspapers, magazines, outdoor advertising and other traditional marketing methods should also be integrated with online new media and social media. Through the combination of online and offline, the combination of traditional and emerging, the combination of cognition and emotion, the comprehensive communication and interaction with consumers can be carried out to improve the effectiveness of integrated marketing communication. Thirdly, the principle of interaction and experience. Information technology makes the interaction between consumers and enterprise product information more and more profound. The new media itself has the characteristics of deep interaction. In addition, it can bring new information communication experience to the audience. Therefore, consumers' memory and understanding of brand information will be more profound. Finally, the principle of continuous consistency. Integrated marketing communication strategy emphasizes the unity and consistency of communication purpose, communication process and communication behavior, and spreads the image of tourism enterprises to consumers through contact points. Only by giving continuous and consistent advantages of collaborative communication can we improve the efficiency and effectiveness of brand information dissemination and give full play to the maximum value of brand image.

3. Analysis of Tourism Enterprise Brand Integrated Marketing Communication Strategy

In the process of tourism enterprise brand promotion and communication, the focus of integrated marketing communication strategy mainly includes the following aspects:

3.1 Brand Building

First, market analysis is conducted. Before building a tourism brand, a comprehensive and in-depth market analysis should be carried out to analyze the historical culture, folk culture, resource status, etc. of the source market, and the analysis results should be summarized and refined to lay a foundation for the subsequent brand positioning.

Secondly, brand positioning is carried out. In the process of brand building, brand positioning is the key step. In the specific brand communication, the brand positioning method includes comparison positioning method, psychological reverse positioning method, differential symbiosis positioning method, etc. The so-called comparative positioning method is also called “borrowing light” to determine the whole method, that is, to use the market influence of famous scenic spots to highlight and elevate themselves. For example, Sanya is called “Oriental Hawaii” and Guanshan Ranch is called “Chinese Alps”. The principle of psychological reverse orientation is to use opposite contents and forms to create a new market form. This method breaks the general thinking mode of consumers to achieve the purpose of attracting tourism consumers. For example, Linzi Mountain Scenic Area in Linzhou, Henan Province has a unique landscape of “ice cones on summer mountain and peach blossom in winter canyon”, attracting a large number of tourists. The principle of differential symbiosis positioning is to carry out differential positioning with famous scenic spots to realize product symbiosis. For example, Guilin and Liuzhou are located close to each other, and Guilin has the best landscape in the world. Liuzhou should give full play to its regional advantages, build a complex product system with customs as the core and interactive experience as the leading role, position Liuzhou as an interactive leisure tourism brand of experience and humanity, realize the different positioning of tourism brand with Guilin, realize complementary advantages and benign competition with Guilin, and make them coexist and prosper in the tourism system of Northern Guangxi.

Finally, improve the products to create a city style. After the brand positioning is completed, the original products should be further improved. For example, the brand positioning of “Xi'an Datang Lotus Garden” is “the No.1 garden in the world with prosperous Tang theme”. After determining the brand positioning, relevant experts from the Tang Dynasty Literature Society of China were invited to reorganize and excavate the historical culture of the Tang Dynasty lotus garden, re plan and position the whole garden landscape, and divide it into several cultural expression areas, including diplomatic culture, tea culture, poetry culture, folk culture, song and dance culture, etc. With Dayan Pagoda as the center, these cultural parks have built a prosperous Tang cultural area including the South and North Square of Dayan Pagoda, the city without night in Tang Dynasty, and the ruins park of Tang city wall, which strongly supports the development of Xi'an tourism industry.

3.2 Enrich the Levels of Tourism Brand Integration and Dissemination

The integrated marketing communication of tourism brand should start from many aspects and levels to ensure the communication effect, including the following aspects:

First, integrate brand awareness. Marketing personnel of tourism enterprises should form a unified understanding of the brand of tourism products and realize the necessity of marketing communication. Marketing personnel should make clear the brand image, brand positioning, cultural connotation and historical value of tourism products to ensure the consistency of brand information and media decisions. Agree between the text of media advertisement and other visual elements. Even if advertisements are placed in different media forms, the consistency of brand image, brand positioning and cultural connotation must be ensured so as to achieve the same communication effect through different channels.

Secondly, integrate the communication function. Different brand communication schemes should serve the same marketing objectives, comprehensively analyze the advantages and disadvantages of each marketing communication element, and closely combine it with specific marketing objectives. Marketing objectives include sales revenue, brand awareness, brand reputation, etc. When formulating the communication plan, specific quantitative indicators should be determined,

qualitative evaluation should be made, and various communication elements should be integrated together. For example, scenic spot advertisements, festival events, public relations, promotions, etc., use various means to ensure that interpersonal marketing communication is highly consistent with non-interpersonal marketing communication.

Finally, integrate consumers and stakeholders. Brand marketing communication should fully understand the needs of tourism consumers, clearly define the positioning of tourism products, and carry out brand promotion planning after targeting the target consumer group, so as to ensure that the brand strategic positioning information can reach the target consumers directly. In the process of communication, it is necessary to realize that the target of communication is not only tourism consumers or potential consumers, but also operators who share risks. For example, relevant government departments, travel agencies, catering industry, hotels and so on. Tourism enterprises should not only adopt external marketing strategy, but also develop internal product development strategy, service strategy, financial strategy and human resource strategy, make effective communication to different relationship units, and realize integration under coordination of different functional departments.

3.3 Selection of Media for Tourism Brand Communication

In the information environment, the era when mass media dominated advertising media has gradually gone away. Apart from the traditional forms of newspapers, radio, television, magazines and other media that consumers come into contact with, advertising media such as the Internet and mobile communications are getting deeper and deeper into people's daily life. Tourism brand promotion analyzes the advantages and disadvantages of various media resources when selecting media, and reasonably and efficiently applies media resources. Media combination should have the characteristics of subjectivity and complementarity, which can enable consumers to obtain product information from different channels. Therefore, tourism brand integrated marketing communication should follow the following principles: First, the media combination should be complementary, that is, one media should have advantages that another media does not have, so as to ensure that the audience of the other media can also obtain brand information. Secondly, media combination should be able to improve the arrival rate of single media audience, appropriately repeat and strengthen advertising memory, and stimulate Advertising Association. Different media forms are widely spread for the same advertising content. Various media complement each other's advantages and give full play to the synergistic effect. Thirdly, the broadcasting cycle of media combination should be closely coordinated and organically coordinated, and different communication tasks should be assigned to different media. For example, if the exposure time of TV media is short and the display time of Web ads is long, then we can use TV media to publish intensively and use network media to publish continuously. Finally, maximize the efficiency of media mix. Try to get the best communication effect with the lowest advertising investment, and master the time, specification and frequency of advertising.

4. Conclusion

In short, the introduction of brand theory and integrated marketing communication theory into tourism industry Lu greatly enriched the theoretical system of tourism marketing and promoted the development of tourism marketing theory. Integrated marketing communication regards each communication link as communication with consumers of tourism products so that they can better understand the value of tourism products. Whether in theory or operation, integrated marketing is of great value to tourism enterprises.

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