

Research on Brand Construction from the Perspective of Global Tourism

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Abstract: With the rapid development of economy and society, the traditional tourism mode cannot meet the growing demand of consumers for tourism consumption. Under this background, global tourism emerges as the times require. In the theory of global tourism, it holds that consumers are the core of the whole tourism industry, and the protection of ecology is the key to the development of tourism. In addition to requiring the whole staff, the whole industry, the whole product, the whole region and other elements, the establishment of ethnic cultural tourism destination brand has its own characteristics. From the perspective of “tourism brand”, this paper analyzes the positive impact of global tourism on the branding of tourism destinations based on the concept and characteristics of global tourism, and analyzes the applicability of global tourism. Governments at all levels should seize the opportunity of the development of global tourism, give full play to the strategic advantages of “Tourism+”, use tourism to promote the development of regional-related industries, and promote the coordinated development of regional economies.

1. Introduction

With the rapid development of China's economy and society, people's living standards are increasing, and more and more consumers like to go out to travel. The global tourism subverts the traditional idea of building a scenic spot in the traditional tourism mode and relies on the development of the scenic spot to drive the tourism industry. In the context of mass tourism, this new development concept and development model of global tourism has emerged [1]. At present, many places in China have begun to practice the development of global tourism. Tourism is an important element in people's daily life, and it is also a key part of the entire consumer, and even the entire social consumption upgrade. In the process of global tourism development, it not only emphasizes that the entire tourism environment is jointly built by the whole people, but also advocates tourism resources by society. The public enjoys together [2]. In the era of experience economy, the disputes over tourist destinations are more intense. Brand and tourist loyalty have become the focus of the disputes over tourist destinations. Relying on brand-based means to establish competitive advantages and focusing on establishing and developing long-term relationships with tourists have become new marketing strategies for many tourist destinations. Therefore, global tourism is not only a conceptual innovation, but also a guiding concept innovation of the whole tourism working mechanism [3]. In this context, the traditional tourism model can not meet the growing demand of consumers for tourism consumption, and global tourism emerged as the times require.

2. The Concept and Characteristics of Global Tourism

Global tourism refers to the comprehensive and systematic planning of tourism resources in a certain region, which regards tourism industry as a regional superior industry, promotes the structural adjustment and optimization and upgrading of tourism resources, realizes the organic integration of tourism resources in the region, and promotes the coordinated development of regional economy with tourism [4]. The overall image of tourism is prominent, the facilities and services of tourism are complete, and the forms of tourism are rich and diverse. It can attract a considerable number of tourists in a comprehensive regional space. It is a brand-new destination

built with the concept of global tourism. The implementation of global tourism can change the public's new understanding of the connotation of value and function of tourism industry. In the process of applying the whole world tourism, it has actually found a suitable positioning for the development of tourism, subverting the traditional concept of tourism development. Promote the transformation of tourism economy from ticket economy to industrial economy, from extensive low-efficiency to fine and efficient, from closed tourism self-circulation to open "tourism+", and realize tourism sharing and sharing [5]. The global tourism and traditional tourism modes are very different: the traditional tourism mode is mainly to build scenic spots, scenic spots, restaurants and hotels, etc. It is a model that relies on scenic spots to drive tourism development. In the whole process of tourism development in the whole region, it has become a new model and economic development idea to promote the entire tourism industry, and even the entire economic and social development.

From a spatial point of view, a tourist destination is a collection of spatial concepts that can provide various tourist services for tourists. The destination can be a province, a city or even a small town. In this mode, there is less connection between attractions and attractions (relatively closed), and there is not much connection between scenic spot management and regional economic development. The tourism planning under the global tourism should adopt the marketing propaganda method, tailor the design of the tourism city, promote the city as a whole image, and operate the city with popularity and brand to form the overall image of the whole tourism [6]. In global tourism, it is to reform the whole tourism structure, optimize the operation mechanism of the whole tourism industry, so as to realize the balanced development of social service resources, and enhance the level and connotation of rural tourism development, so as to find a new point of interest for rural construction. Considering the composition, it needs to have unique core attraction of tourism, the demand of a certain scale of tourism market, the corresponding infrastructure and public service system to support tourism development, as well as the participation of destination residents in tourism and a certain policy environment. We should constantly upgrade the level of modernization, quality and intensiveness of tourism, better meet the needs of tourism consumption, promote the transformation and upgrading of tourism, improve quality and efficiency, and comprehensively optimize the environment for tourism development.

3. Significance of Tourism Brand Construction

There are many contacts between the traveler and the destination in the process of destination selection and product interaction. The quality of the two parties in the interaction process has an important influence on the choice of the destination. With the advancement of Internet technology, traditional tourist attractions have not been able to meet the growing consumer demand for tourism. Visitors are increasingly inclined to choose their own way of travel instead of choosing to travel. It not only provides a basic guiding ideology for regional tourism planning, but also provides an ideological basis for tourism marketing activities, especially tourism brand building. Tourists will have a complex and intertwined experience during the travel process. When naming the brand of a tourist destination, we can create a unique market positioning to meet the feelings and demands of a certain kind of target market by combining the resources of the tourist destination and the emotional expectations of the tourist target market. The spiritual culture of the tourist destination gives the brand of the tourist destination the power source to create intangible assets, and is the spiritual pillar of the existence of the brand. At the same time, once the destination has brand value, tourists' trust in the destination will be enhanced. On this basis, the transaction costs such as time cost and manpower cost of tourism destination marketing can be greatly reduced. Tourism brand contains unique geographical characteristics and advantages of tourism resources. It reflects the development level and overall advantages of specific regional tourism industry. Building tourism regional brand is of great significance to promote the development of tourism.

On the basis of market research, regional tourism brand can determine its own positioning. In the specific positioning, we can emphasize the characteristics of regional tourism resources, but more effective brand positioning should focus on the spiritual needs of the target consumer groups. How

long can the brand effect of a single tourism enterprise be maintained depends on its management level. Poor management will lead to the decline of the brand. After concretizing and visualizing the tourism object corresponding to the demand or demand of tourism consumers, the brand name can directly produce the demand satisfaction of the target market. Therefore, brand building should be paid attention to in the construction of tourist destinations. When the concept of global tourism is introduced, it will undoubtedly have a major impact on the construction of tourism destination brands. Therefore, we want to achieve the ideal global tourism management effect. It is necessary to comprehensively promote the reform and development of the entire industry. By changing business ideas, we ensure that all industries are actively integrated into the overall development of the tourism industry. In the context of global tourism, in addition to the development of national cultural tourism, ethnic tourism destinations must be built from the perspective of leisure, experience and deep participation, and also integrate other forms of tourism. This is conducive to the realization of tourism development results and the sharing of the tourism industry to the regional economy, and ultimately promote the coordinated development of the regional economy.

The construction of global tourism has a positive impact on tourism brand. In the construction of global tourism, we should manage the services and facilities in the tourism area, abandon the mode of independent development, and seek a breakthrough in quality. Tourism brand marketing is an important way to improve brand awareness. In modern society, the ways and platforms of marketing are becoming more and more diversified, which brings more development opportunities for the marketing of tourism brand system. This needs to base on the local resources, combine the tourism pattern and the tourism trend, orientate the tourism brand image of minority areas in the strategic design, and make it more "grounded". On this basis, all regions should work together to strengthen and strengthen under the diversified marketing model, strengthen the links between different regions and different industries, strengthen the development orientation of different functional zones within the region, and jointly promote the healthy development of global tourism. There will undoubtedly be a major impact on the construction of tourism destination brands. When the global tourism development is mature, the city image becomes the overall image of the tourist destination. In the whole process of the implementation of the whole region, the key point is to enhance the overall added value related to the tourism industry, and to integrate the cultural industry and environmental industry, and even various social forces into the whole process of tourism construction. This plays an important role in the construction of tourism destination brands, thereby enhancing the development level of the entire tourism industry.

4. Brand Construction Path from the Perspective of Global Tourism

Under the global tourism, in the construction of national tourism destination, tourism enterprises, tourism products, tourism commodities, tourism services, tourism residents and other elements are involved, thus enriching the connotation of national tourism destination brand. In order to promote the development of regional tourism, the National Tourism Administration can establish strategic cooperation with local governments, provide policy and financial support to pilot provinces of global tourism construction, and scientifically plan the development model of global tourism, so that the construction of global tourism can follow the rules. Fine management and individualized service will be realized in tourism industry, and Internet operation of tourism operation, tourism management and payment mode will be realized. The transformation of tourism industry from traditional service industry to modern service industry will be accelerated. Generally speaking, the global tourism is suitable for places with clear unique tourism products and tourism culture, rich resource types, outstanding key resources and certain brand foundation. From the perspective of potential, the tourism resources are homogeneously distributed and the resources are relatively concentrated. Let the tourists enjoy the fun of the whole tour, get a whole-hearted relaxation and spiritual enjoyment. The system promotes the construction of tourism throughout the country, and actively explores a global tourism construction model that can highlight regional characteristics and conform to regional development. And the city's tourism supervision department unified supervision and management, to form a mature smart tourism city business operation management

model.

Global tourism can form an endorsement of trust in the city, and coordinate at the level of urban residents, scenic spots and managers. The unsatisfactory needs of individuals make concessions to the development trend of global tourism, and make urban brands become tourism brands, thus forming a trust mechanism for tourism. Tourism development helps. Therefore, choosing the right direction for the development of the tourism industry is of great significance to the entire tourism industry. In addition, the whole country tourism needs all departments to jointly manage, the residents of the whole city participate together, make full use of all the attraction elements of the destination, and provide visitors with the whole process of full-time experience products, thus fully satisfying the full experience of tourists. For tourists to provide more convenient and comfortable places of leisure and entertainment, so that tourists have a sense of home. For example, the establishment of professional official websites on the Internet allows visitors to conduct virtual tourism, online accommodation, catering booking and shopping on the official websites. That is to say, the regional brand image may be related to the brand image of tourist attractions, which is more closely linked after the implementation of global tourism, so the implementation of global tourism should be more cautious and take into account the applicability. Of course, this is also our overall understanding of the whole process of social development. It can be said that global tourism is the inevitable direction of the development of China's tourism industry to a certain stage.

Effective management is indispensable to the sustainable development of brand. Therefore, it is necessary to give full play to the normative and guiding role of the government. Perfect tourism guarantee system should include fund guarantee mechanism, operation management mechanism, marketing promotion mechanism, coordinated development mechanism, etc. By standardizing various mechanisms, tourists' interests and safety can be effectively guaranteed. Global tourism is a process of comprehensive optimization and upgrading of tourism resources, ecological environment, cultural industry, public services, policies and regulations, civilized quality and mechanisms and regulations. It needs strong financial support. Strengthen the construction of public transport system. We should consider not only the improvement of external traffic, but also the improvement of internal public transport. Actively build tourism big data, network marketing, and tourist evaluation feedback platform to provide data support for global tourism and provide a reasonable basis for government decision-making. In fact, tourism is not only an activity, but more importantly, an important process of continuous dissemination and development of social civilization. By participating in tourism activities, it can effectively improve the happiness index of the public, thus providing an important impetus for the development of society as a whole. Therefore, by building branding, it can not only enhance the recognition of the development of the entire tourism industry, but also enable more people to understand the development connotation of cultural tourism. In fact, in the process of building a tourism brand, it is not only a manifestation of the mature application of the entire development concept, but also a necessary requirement for the construction of the entire tourism industry chain.

5. Conclusion

The importance of brand building to the development of tourism destinations is self-evident, and global tourism is the general trend of tourism development. When the two collide, they need to be more cautious in their implementation and cannot be generalized. On the basis of rich national cultural resources, with the strong support of agriculture, cultural industry, recreation and pharmaceutical industry and other economic industries, we will build and replenish cultural tourism destination brands with the attitude of all-people participation and all-round display. Global tourism is a new mode of tourism development, which is born to meet the needs of modern economic and social development. To vigorously develop global tourism is an important way to promote the rapid development of tourism and economy in China, and is of great significance to promote the coordinated development of China's economy and society. In this environment, tourism destination itself should also strengthen the construction, especially the brand awareness, further improve the construction of brand system, adapt to market demand, and play its role in promoting local

economic development.

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