

A Study on the Integrated Communication Strategy of “Zhuo Zhuo Kham, Legendary Qamdo” Tourism Brand under the Background of Internet Plus

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Abstract: Qamdo has a large number of tourism resources and develops tourism to achieve rapid development of its tourism industry. On the basis of on-the-spot investigation and analysis of Qamdo's tourism development, it is known that there are obvious problems in Qamdo's tourism development, such as unclear destination orientation, which results in the shielding effect of surrounding areas on the development of Qamdo's tourism. Therefore, the research on the integrated communication strategy of internet+background Qamdo tourism brand in this research has been established. Based on the perspective of Internet + using AIVSA model of mobile Internet and SoLoMo brand communication model, this paper proposes Qamdo tourism brand integration communication strategy, which provides a theoretical basis for Qamdo tourism development.

1. The Necessity of Qamdo Tourism to Integrate Brand Communication

1.1. Overview of integrated brand communication theory

One of the innovations of the IMC concept is “integration”, which is also a difficult point to understand IMC. The important background of BC theory is the rapid development of mobile Internet, and the transformation of traditional consumers into socialized consumer groups [1]. The innovation of MC is more to turn to consumer orientation. IMC is not just to improve the effect of communication. IMC is the core purpose of marketing to establish customer relationship [2]. IBC emphasizes the integration of technology platform, value and value, strategy, cross-media and cross-border integration. IMC's formulation of “marketing is communication” emphasizes the value of communication in the process of enterprise marketing management [3]. In the information age of product homogeneity and media fragmentation, in the era of marketing diagonal downward shift, consumers' rights increase to occupy the active buyer's market, only communication will ultimately lead to perceived differences between enterprises and products [4]. At the same time, IBC theory constructs a brand communication model based on SoLoMo, which is the core of brand communication in the era of mobile Internet.

1.2. The inevitable choice of Qamdo tourism integrated brand communication 6 major issues in Qamdo tourism

1.2.1. Low flow contrast

With the promotion of the development of the western region and the strong support of all provinces and cities, Qamdo tourism has entered the fast track of development, but the tourism development and economic development are not synchronized. In 2017, Qamdo receives 2 million tourists, accounting for only 8% of the total number of tourists in the region, with G318, G214 and G317 as the main source of self-driving tourists. Its reception volume ranks fifth among the major tourist cities in Tibet, while Qamdo ranks third in Tibet's GDP. There is a significant contrast between the tourist flow and the socio-economic development.

1.2.2. Lack of destination

For a long time, Qamdo tourism has not formed a unified organism with Tibet. Lhasa, as the core of Tibet's tourism destination, has no shake. People's yearning for Tibet and “Tibetan Dream” have a low correlation with Qamdo. Except for some scenic spots such as Mangkang Salt Well, Ranwu

Lake and Laigu Glaciers, the advantages of tourism resources in Qamdo have not yet emerged, the scale of tourism products is insufficient, and the pattern of distribution centers and destinations in the tourism market has not yet been formed. According to statistics, the average length of the “Tibet self-driving tour” with a higher and higher travel proportion is 11.79 days, and the residence time in Qamdo is 2-4 days. The G317, G318 and G214 national roads stay in the transit function, forming a development “Paradox” trend with better traffic conditions and shorter residence time.

1.2.3. Consumer impression

There are many high-quality tourism resources in Qamdo. Among the Sichuan-Tibet and Yunnan-Tibet highways with a total length of more than 5,000 kilometers, nearly 2,000 kilometers pass through Qamdo in series. Among them, breathtaking are the 72 turns of the Nujiang River, majestic are the Sanjiang Gorge and Laigu Glaciers, beautiful are Ranwu Lake and Yiri canyon, legends are the Millennium Salt Well and Meili Snow Mountain, ancient are Tangfan Trackway and Tea Horse Road, and humanities are the rich resources such as Qiangbalin Temple and zizhu Temple. However, due to the backward tourism infrastructure and marketing lag, which affects the satisfaction of tourists to the tourism experience, Qamdo tourism has not left a deep impression on tourists.

1.2.4. Not integrated into the Shangri-La culture circle

Shangri-La Ecotourism Zone in China spans Tibet, Sichuan, Yunnan and Qinghai provinces. This eco-tourism area contains the unique natural and cultural history of the western part of China. It has many important natural and cultural treasures in China and even in the world. It is also an important part of China's ecological security barrier. Beilasa in Qamdo and Lin Zhi regions of Tibet is facing the tourism cooperation between Yunnan, Sichuan, Qinghai and the surrounding provinces and districts, making great efforts to build scenic spots and integrate them into Shangri-La ecology. Faced with the increasingly improved tourism development environment, Tibet's Qamdo and Lin zhi regions, backed by Lhasa and facing Yunnan, Sichuan, Qinghai and other provinces, have stepped up tourism cooperation with their neighboring provinces and regions, vigorously built scenic spots for sightseeing and fully integrated into Shangri-La eco-tourism.

1.2.5. Khampa core IP was seized

Among the four places of Kangzang, Diqing and Ganzi have the leading advantages in tourism development. Qamdo, as the source of Kham, seldom enjoys interest. In 2017, Diqing and Ganzi prefectures received 26.76 million tourists and 16.51 million tourists respectively, with tourism revenue of 29.88 billion and 16.43 billion, while Qamdo received only 2 million tourists and 1.54 billion tourists. Qamdo's culture and arts are best known as Qamdo Zhuo Dance, Dingqing Reba and Mangkang Strinddance, but Reba Dance and Strinddance are both applied for national heritage by Ganzi and Diqing. As a male symbol in Tibet, “Kham Han Zi” is well-known in the world for its excellent genetic and unique historical origin. However, the main propaganda area is in Ganzi, Sichuan, and the core IP of Kham in Qamdo is seized or shared.

1.2.6. Brand image is blurred and positioning is not clear

With the rapid development of tourism in Tibet, the mysterious veil of the snow-covered land has been gradually unveiled. More and more city tourism brands are well known around the world. For example, “Lhasa is on the top, urging me to travel far away”, “Magic Pearl Peak, The Mysterious Rear Tibet”, “Pure Land on Earth, Drunken Merrillingchi”, “Tubo's Old Capital, Tibetan Source Mountain South” and other well-known tourist destinations in Tibet have clear and three-dimensional tourist images, which are more attractive to tourists. Qamdo tourism brand “Zhuo Zhuo Kham, Legendary Qamdo” has a vague brand image and unclear positioning. It is necessary to combine the essence of Qamdo tourism resources with tourists' experience expectations.

1.3. Qamdo tourism constraints

1.3.1. Geographical location--Four bread clips, lagging behind in development

Geographically, Qamdo is located in eastern Tibet and is the center of Tibetan areas in four provinces. It is hidden in the hinterland of deep mountains and valleys in the Sanjiang Valley of Hengduan Mountains at the junction of Sichuan, Yunnan and Qinghai. Due to the restriction of traffic conditions, poor access conditions, primary tourism development and serious lag of tourism development, the tourism development is facing the four-fold situation of Linzhi, Diqing, Ganzi and Yushu, and the competition for tourism development is fierce.

1.3.2. Economic environment--Extensive industry and lack of integration

In recent years, the economic development of Qamdo has grown rapidly and become a strong economic region in eastern Tibet. Agriculture and animal husbandry are the main body of regional economic development in Qamdo. However, the industrial form is extensive and the task of industrial development is arduous. The secondary industry is mainly energy and mineral resources development. The current ecological situation restricts the transformation and development of the economy. Therefore, the tourism industry will undertake an important economic development mission, while the tourism culture industry as the tertiary industry has just emerged. The tourism service industry is unevenly distributed, and the industry is relatively primary. The primary and tertiary industries have not yet been effectively integrated.

1.3.3. Tourism resources--Top resources, not yet utilized

Qamdo has the top tourism resources, but it has not yet been used. Hengduan Mountains create 80% of Qamdo's strange landscape, but also bring great danger to tourism, known as "angel's face, devil's heart". G317, G318 and G214 are three major national highways that run through Qamdo. Any passing point can surpass many 5A scenic spots in the mainland and can be called the "most beautiful landscape avenue" in China. These unique advantages have not been well developed and utilized.

1.3.4. Tourism status--Non-distributed land, no destination

Qamdo tourism has no distribution center or destination in Tibet's overall tourism pattern. Although there are elements of mountains, ice, rivers, lakes, temples and cities, there is a lack of 5A scenic spots, world-class heritage, national parks and other destination scenic spots. Other A scenic spots need to be upgraded urgently and more resources are in the original state. At the same time, tourism resources need to be improved. Among the basic elements of tourism, food, housing and transportation lack systematic and standardized tourist reception infrastructure, while tourism, shopping and entertainment lack characteristic and high-quality tourism products.

1.3.5. Tourism marketing--Image obscured, IP was seized

Although Qamdo has many world-class tourism culture IP, for a long time, Qamdo's tourism image has been obscured and IP has been seized. Such as Shangri-La, Kham culture, three rivers parallel and other advantages of IP were Diqing, Ganzi and other places to take the lead. Tea Horse Road, Sichuan-Tibet Highway, Landscape Avenue and other characteristic IP are shared by Kham Cultural Region. Qamdo owns the core resources of these IP, especially the most elite parts of these resources are in Qamdo region. However, Qamdo tourism brands lack clear brand image expression and scientific and systematic marketing communication path.

2. Construction of Qamdo Tourism Integration Brand Communication Model

2.1. Two-way value model construction

The IBC theory clearly states that brands should spread their core values, and cultural spiritual values are the essence of the brand's core values. Taking more initiative in the passive, the implementation method is to adopt a different communication mode than the traditional single

advertisement, and adopt the multi-armed combat mode. IBC theory constructs a brand value integration model with social value as the core. The first layer is economic value layer, the second layer is customer value layer, the third layer is enterprise value layer, and the fourth layer is social value layer. IBC theory advocates that in the era of value integration, brand value has risen from economic value to social value. The process of value integration is to integrate the values based on brand core value with corporate values and social values [5].

2.2. Construction of A I V S a mode based on mobile internet

The AIVSA model is more in line with the process of consumer behavior in the mobile Internet era. Only when the target consumers generate value recognition, will the information sharing in the social circle be shared, and new communication behavior will be generated after sharing the information. Brand communication needs strategies and methods that are consistent with the growth rules of tourism brands. Studying the strategy of brand communication and finding the value law of brand growth is the key to establish a brand [6]. In the future, a relatively scientific and efficient communication strategy should be adopted in the communication of Qamdo tourism scenic spot brands, which can integrate various communication resources of tourism scenic spot brands by comprehensively using various means, various symbols and various ways, unifying information and uniformly communicating. Maximize the efficiency and maximize the effect of communication.

2.3. Building a brand communication model based on SoLoMo

IBC theory builds a brand communication model based on SoLoMo, which is the core of brand communication in the mobile Internet era. SoLoMo is the product of three kinds of concepts, namely: Social, Local, Mobile, SoLoMo, social local mobile, social plus localization plus mobile, it represents The trend of future Internet development. So Lo Mo has guided a new development direction of “social-local-mobile” integration, and has realized a change in the mode of transmission. Its research value is reflected in multiple levels [7]. From the perspective of users, individuals and groups use the changes in consumption behavior, consumption mode, communication mode and other aspects generated by the SoLoMo application to provide a new research point for interactive communication of user behavior [8]. This “decentralization” of communication makes individuals and individuals, groups and groups begin to disseminate information in a “self-organizing” way, thus forming a highly dynamic interactive communication network across the boundaries of interpersonal communication, organizational communication and mass communication.

3. Qamdo “Zhuozuo Kang Ba Legendary Qamdo” Tourism Brand Integration Communication Strategy

3.1. Brand positioning strategy

Qamdo tourism brand “Kham, Zhuo Zhuo, Legendary Qamdo” has established two strategic orientations: “Hengduan Sanjiang, roof of the world on Earth and birthplace of Kham culture” and “International Tourism Destination”. Based on the overall strategic positioning of the brand, all-age customers are filtered into three types of target customers, of which 20-29 years old are dynamic customers. Its characteristics are rich tourism demand, strong tourism desire, economical consumption concept, strong intensity of tourism activities, focusing on interactive experience, low driving force for destination consumption, but strong tourism communication. 30-39 years old is the main type of guest group, whose characteristics are family traveling together and strong tourism appeal. The concept of consumption upgrading is obvious, with shared sightseeing vacations as the mainstay, and the consumption of destinations is on the rise. 40-49 years old is a high-end customer group, whose characteristics are abundant leisure time, disposable income, mainly private leisure vacation, strong consumption capacity. Therefore, the difference of consumer demand is obvious. Market segmentation makes it easier for Qamdo tourism to find opportunities. It also provides objective basis for Qamdo tourism design brand tonality and brand image, and establishes a distinct

brand image of Qamdo tourism.

3.2. IP marketing strategy

Tourism destination products with outstanding characteristics should highlight two aspects: first, uniqueness, that is, others do not have, only I have. Uniqueness is usually a relic of history and natural phenomena. Other tourist destinations are difficult to copy and thus have monopoly. Second, it is peculiar, that is, it is also found elsewhere, but my place is more peculiar and attractive than theirs [9]. Highlighting features here refers to image features, such as making full use of famous tourism IP such as Qamdo heaven road, Zhuo Zhuo, Kang Ba Man and Dapeng Bird. Tourists' demand for the benefit of certain tourism products is the decisive factor that promotes their purchasing behavior, and is also the most important factor to be considered in effective market positioning [10]. The novel experience and comfortable rest may be the pursuit of tourists' core interests in tourism products. It is only necessary to maintain and maintain this characteristic position without losing it, instead of highlighting other characteristics for the development of one market at a time, which will dilute its original characteristics and shake its original market position.

3.3. Value reshaping strategy

The integration of tourism brand communication is not a simple combination of media communication means. It is necessary to refine and clarify the brand concept of the target, establish the brand of urban tourism and shape the core values of the brand on the basis of fully investigating the brand objects and deeply studying the tourism market. Kham people are used to expressing Qamdo with unique language, just as “Zahidler” is used to Tibet, “Zhuo Zhuo” is the unique language expression of Qamdo. Zhuo Zhuo represents the essence of Kham culture and the city spirit of Qamdo. It takes “Zhuo Zhuo” as its spiritual core and aims at tourism experience to refine the extraordinary spirit of Qamdo tourism in terms of landscape, humanity, religion, skills and customs, and to construct the essence experience and core value of Qamdo tourism. Through the investigation and analysis of “Zhuo Zhuo Kham, Legendary Qamdo” brand perception, the pain points of brand slogans are deeply interpreted, and the brand visual imagination is increased, so as to expand the influence of brand communication.

3.4. Mobile scene propagation strategy

In scenario marketing, consumers are no longer one-way marketing targets, but participants and promoters of marketing activities. Emphasize the consumer's participation in the process of realizing the marketing effect, and obtain fun and pleasant feelings, so as to meet the needs of users and create value for users.

In the aspect of topic marketing, the online and offline linkage is integrated, and the destination is matched with the source of tourists, so as to cover the target customer group and the potential customer group. By creating topics, creating hot topics, attracting traffic, and achieving a certain amount of traffic accumulation, we will actively realize marketing transformation and launch relevant tourism products. In terms of competitions, the brand strategy of “the third pole international tourist destination in the world” has been positioned. Through the operation of competitions, Qamdo has been built into a high-end professional competition area, a platform and a training base for International Mountain sports. At the same time, it provides in-depth experience programs for tourists. By attracting tourists, extending the stay time of tourists and increasing the consumption points of tourists, it can realize the diversion of tourists from central cities to districts and counties, thus vitalizing the natural resources of Qamdo and driving the overall development of Qamdo's tourism economy. In terms of festival activities, through N+1 Festival activities, the city's 11 districts and counties are integrated and promoted to achieve the marketing ideas and objectives of “all-round, full-time, all-season, all-age, all-industry chain integration”.

3.5. Marketing strategy of mobile community

In the Internet era, community marketing is the inevitable trend of development. There are two main aspects of the value of brand community: one is that the community as an interactive group,

the brand owners improve the product through effective communication with consumers; the other is that in the process of participation, the members of the community deepen the recognition of the brand and gradually realize the brand value identification. In view of Qamdo's top-quality travel routes, diversified high-end customized travel products can be sold through online channels. Through cooperation with online media, mainstream new media and self-built new media platforms, the company has made a strong effort to create overall publicity and hot spots in online communication. Vertical major travel agencies and outdoor clubs, teams, special groups' preferences, sales of private customized products, integration of outdoor publicity, traditional media publicity, cooperative channel publicity, focusing on cooperation channel publicity and cooperation, to promote the direct transformation of brand communication effect.

3.6. Image upgrade design strategy

The brand is a symbolic value including the collection of product functions and emotional communication. A brand is the name of a product, the expression of the visual symbol through the brand image, the expression of a certain demand symbol in the mind of the consumer, and the integration of the product value of the enterprise. The collection of complex information is an important means of business management philosophy and the survival and development of enterprises. The positioning of brand image is the premise and foundation of visual experience design, and the theme of experience is also subject to the shaping of tourism brand image. Qamdo's visual design system is the most missing part. In order to create a good experience atmosphere for tourists, improve tourism brand image and facilitate media communication, therefore, it is necessary to follow the principles of reflecting characteristics, conciseness, cohesion of culture, high recognition and strong interaction to carry out visual experience design. In view of this, the guide design is improved and integrated into a unified image logo design to meet the experience needs of a variety of people and form a tourist circle. Excavate a highly experienced regional design element as an entry point for visual experience design. First, visual elements are analyzed from fonts, colors, graphic symbols, shape positioning, and material selection. For example, LOGO optimization design, brand VI system, IP mascot, creative products, super symbols, spiritual landmark design, traffic and scenic spot guide design, etc. From the Qamdo Kham culture, the relevant character image symbols, clothing image symbols, folk customs and artistic image symbols, clothing color symbols are extracted, and the symbols are visualized and integrated into the logo design of the brand to highlight the "Zhuo Zhuo Kham, Legendary Qamdo" brand culture, make it deeply rooted in the hearts of the people, and effectively spread the brand image to the audience.

4. Conclusion

To sum up, the development of tourism resources in Qamdo area should be market-oriented, based on Qamdo, make full use of its strengths and avoid its weaknesses, and from the very beginning, establish the image of the cultural characteristics of the healthy areas in Qamdo area. Only by adhering to and highlighting the cultural characteristics of Kang District and giving full play to its advantages. Based on the traditional brand positioning method, this paper elaborates the positioning strategy of network brand in the information age, and applies it to the tourism industry. This paper discusses how Qamdo's tourism scenic spot brand will strive to maximize its communication effect through the maximum integration of tourism communication resources. Some specific implementation methods and approaches are also proposed. The realization of Qamdo's tourism destination positioning may be challenged by the cognition of tourists and destination managers, as well as the level of Changgdu's own tourism infrastructure and service facilities, culture and ecological environment. To this end, we should conscientiously do a good job in tourism development planning, formulate and implement tourism development policies, conscientiously do a good job in environmental assessment and auditing, implement tourism management and earnestly do eco-education work for tourists, and take the road of eco-tourism development to make Qamdo region Tourism resources for sustainable development.

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