

Research on Marketing Connotation and Product Strategy of Ecotourism Market

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Abstract: Eco-tourism marketing is a hot issue in current social research and plays an important role in promoting social and economic development. Based on this, this paper studies the connotation of eco-tourism marketing and its product analysis. Firstly, it further expands the eco-tourism marketing object, expands the market scope, and further optimizes the marketing plan from the concept and marketing strategy of eco-tourism products. The two aspects analyze the products of the ecotourism market to promote the optimal development of the current ecotourism market.

1. Introduction

In recent years, with the continuous growth of the social economy and the continuous improvement of the national consumption level, eco-tourism has gradually been widely recognized by the society, and various kinds of eco-tourism products have emerged. Due to the increasing number of eco-tourism products in the society, market competition has gradually become white and hot. In this context, it is necessary to carry out in-depth research and analysis on eco-tourism marketing, and develop a targeted product marketing plan based on the connotation of eco-tourism marketing, so that the eco-tourism market can be more developed.

2. The connotation of ecotourism marketing

Tourism products are the object of tourism marketing in the traditional sense, and the eco-tourism market has certain differences, mainly reflected in the eco-tourism market not only marketing eco-tourism products, but also marketing the concept of eco-tourism, thus promoting The consumer's attention stimulates the needs of consumers and further optimizes the ecotourism market. In essence, eco-tourism products are not a figurative concept, but include a new concept of eco-tourism. Therefore, the marketing of eco-tourism concept is the top priority of marketing, only to make consumers agree with eco-tourism. In order to further promote and spread the product.

The same as the object of eco-tourism marketing, the market scope of eco-tourism has been further expanded on the basis of the traditional tourism market. The traditional tourism marketing market mainly refers to the tourist population. Therefore, the research on marketing by relevant personnel is mainly aimed at the tourism population, but the eco-tourism has a certain degree of difference. Therefore, the scope of ecotourism coverage is broader, including not only the tourism population, but also market developers, market managers, policy makers and relevant subjects in the tourism area. As long as it is related to the ecotourism concept, it is part of marketing.

As the marketing object and market scope of eco-tourism are further expanded, its marketing plan has been further optimized. It is no longer limited to satisfying the needs of tourism groups, but to optimize the demand of consumer groups for consumption. The rational needs of the people are further satisfied, but the demand for influencing the tourism environment and destroying tourism resources is severely stopped. At the same time, the rational demand of consumers is guided correctly, so as to cultivate the eco-tourism concept of consumers' environmental protection and fashion, so that the connotation of eco-tourism is recognized by the whole society.

3. Ecotourism Market and Its Strategy Research

The tourism market is the place where tourism products are exchanged; it is the sum of various economic phenomena and economic relations reflected in the process of exchange of tourism products; while the tourism market in tourism marketing refers to certain time, certain places and conditions, A group with purchasing power, purchasing desires, and the right to purchase travel products; that is, a tourist product or a group of tourists or tourists. All direct or indirect tourism product development in the tourism industry is aimed at the tourism market. Although the eco-tourism marketing market includes all eco-tourism-related entities, such as tourism planners, development management managers, tourism policy makers, and residents of tourist destinations, even the entire ecotourism market. People in society, but considering the actual situation of China's eco-tourism development, the economic benefit function of tourism is still and will be the main goal of developing eco-tourism for a long time, so here we still regard the “customer” of eco-tourism marketing. Mainly targeted at tourists, that is to say, the tourism market mentioned in this article refers to tourism consumers. Due to the decisive role of the tourism market in the development of tourism, there is no tourism market consumption of tourism products, all tourism development activities become meaningless, so all marketing activities of tourism marketing are carried out around the tourism market, research on the eco-tourism market Significant.

The ecotourism market is an important part of the tourism market, and there are different definitions of the ecotourism market. Some people think that it is all tourists to the eco-tourism area; there are also tourists who are considered to be responsible for the environmental protection and economic development of the eco-tourism area: even more people put forward the concept of “eco-tourist” and listed the basic conditions: People who are keen to reach out to nature; people who are interested in different lifestyles, full of curiosity and vitality; people who are generally well educated about the natural and human landscapes of ecotourism areas; have serious physical and emotional preparations People who prefer to practice; those who are willing to socialize and make friends; they also think that these people were originally scientists, then environmentalists and environmentalists, journalists, students, and people interested in nature. . In fact, eco-tourism is not an elite-type tourism activity that only a few tourists participate in, but an activity that is accepted and participated by tourists of all ages, income layers, and various educational levels. Eco-tourism promotes demand for popularization. Features. This poses a dilemma for China's eco-tourism, especially China's eco-tourism, where population, resources and environmental contradictions are more prominent. The development of eco-tourism should not be oriented to the public, and eco-tourism is not popular. Current hot spots on ecotourism discussions. As mentioned above, ecotourism is divided into narrow ecotourism and generalized ecotourism. The corresponding ecotourism market should also be divided into non-popular ecotourism market and popular ecotourism market. Aside from the differences in understanding the connotation of ecotourism, the publicity of ecotourism lies in its own contradictions and conflicts. It is the contradiction between the realization of ecological benefits of ecotourism and the realization of social and economic benefits. The benefits of ecotourism are the integration of the three major benefits. Ecotourism is also aimed at traditional natural tourism, which only pays attention to economic benefits and sacrifices the environment. The realization of ecological benefits, namely the protection of resources and environment, is important for ecotourism. Ecological benefits are also one of the purposes and significance of ecotourism. They are the basis and foundation for long-term sustainable development of ecotourism, and the difference between ecotourism and traditional tourism. However, while emphasizing ecological benefits, we cannot ignore the pursuit of economic benefits. Economic benefits are also one of the purposes of developing eco-tourism. It is also an indispensable guarantee for the sustainable development of eco-tourism under the influence of market mechanisms. The realization of good economic benefits can be Providing economic support for the social and ecological benefits of ecotourism is particularly important for developing countries such as China, especially in poor areas. The acquisition of good economic benefits of ecotourism requires that the ecotourism market has the characteristics of popularity. The problem is that if ecotourism is a non-popular form of tourism and a small number of people participate, it will

not be able to form a large stream of tourists. Without a large number of tourists, the economic benefits of ecotourism will lose their foundation. Eco-tourism has no guarantee for creating economic sources for tourism, improving the living standards of local communities and promoting local social progress, and finally achieving the goal of coordinated tourism economic development and tourism resources and environmental protection. If eco-tourism is a popular form of tourism, then the entry of a steady stream of tourists will pose a great threat to the resources and environment in which eco-tourism depends, and ultimately push eco-tourism to the opposite side of its development goals. The development history of traditional mass tourism has been fully proved.

4. Ecotourism product image planning and brand strategy

The image of ecotourism products is a crucial factor for modern tourists to purchase and choose in the tourism market. To carry out effective marketing, it is necessary to image the ecotourism products. The theme image planning of eco-tourism products, especially the image design and promotion (promotion) of tourism destination products, is the top priority of eco-tourism product marketing (for the image of eco-tourism line products, the image of the tourism area is composed of The corporate image of the travel company managed to perform together). Therefore, based on the analysis of serious market research, tourism consumption development fashion and the context of cultural tourism products (cultural heritage, natural environment) and contacts (social activities), the image of ecotourism products should be planned, and at the same time, tourists. Effective promotion of product image. To lay a solid foundation for the establishment of eco-tourism product brand and the enrichment of its content.

The ecotourism product image system consists of an image positioning (idea) system, a human perception image system and a human perception image system. The image of ecotourism products represents a comprehensive image of the region from natural environment to social environment, from material to culture, from local as a whole to individual enterprises. That is to say, the components of the ecotourism product image include tourism resources, tourism facilities, tourism services, tourism industry management and community participation elements in the tourism product area.

The material landscape image is the specific landscape of the eco-tourism product area that has the function of reflecting the tourism image, including the background landscape, the scenic landscape and the material landscape of the tourist town. The background landscape is the support of the existence of products. It is required to maintain and strengthen the characteristics of the original resources in the development as much as possible, and highlight the good natural ecological environment. The scenic landscape is the most prominent area of regional resources and landscape conditions. Pay attention to the preservation of the original resources and the artistic service function of the service facilities; the town as a tourist distribution center plays an important role in the overall image perception of eco-tourism products. The image of urban material landscape should pass through architecture, street landscape, square, sculpture, environmental greening. And the theme of "ecology" is reflected in environmental art pieces. The general principle of social and cultural landscape image design is to highlight local customs and national culture, improve the level of tourism services, improve the level of civilization of residents, and improve the hospitality. The interpersonal perception image design is more about establishing a behavior recognition system for various types of people in the ecotourism product area. Most of the socio-cultural landscape design belongs to the interpersonal perception image design. Interpersonal awareness image design is based on the satisfaction of tourists. The services provided by tourism practitioners, the attitudes and behaviors of local residents and the behavior of other tourists (by affecting the social environmental capacity of the tourism product area) will affect the satisfaction of tourists. The non-excellent quality of the landscape can be compensated for by the excellent service and the warmth and friendliness of the local residents. Visitors' satisfaction can be judged by comparing the tourists' expectations with the actual ones' travel experiences and experiences, comparing the services they receive with similar services they have enjoyed in the past.

5. Conclusion

It is very necessary to explore the connotation of ecotourism marketing and its product analysis. This paper focuses on the connotation of ecotourism marketing and elaborates on the marketing strategy of ecotourism products. Research is available. To promote the sound development of the ecotourism market, we must constantly innovate product development, enhance product quality, guide market consumption, and control product capacity, thus extending the life cycle of ecotourism products. I hope this article can provide reference for the study of the connotation of ecotourism marketing and related personnel analysis.

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