

Research on the Brand Strategy of Tourism Enterprises

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Abstract: As a competitive strategy of modern enterprises in a new form, the brand has become a magic weapon for its survival. The essence of the brand is the sum of the products, services and their names and the various relationships that the consumers have. It is an intangible asset that the company has sublimated in the process of satisfying the market demand. It is also the most potential core competitive position of modern enterprises. In the face of China's commitment to the WTO and the status quo of China's domestic tourism enterprise brand management, how to take the brand road has become the top priority of tourism business management.

1. Introduction

A brand is a name, symbol or design that distinguishes other products or services. It is the performance of product personalization, the concentration of product quality, the reappearance of corporate reputation and reputation, and the perfect combination of product quality and consumer recognition. Consumers can clearly distinguish themselves from other similar products through brands. With the development of production technology, the market has shifted from the seller's market to the buyer's market. Consumers have more choices for products or services. In this situation, consumers will have higher visibility or consumers' trust. Brands generate interest and thus consume their products. Needless to say, more and more consumers are buying a product mentality is the brand mentality, especially brand-name products are the first choice for consumption, which makes brand-name enterprises occupy a strong position in the market competition. Zhu Ji once said: □ The brand is the credit of the enterprise, the basis for the survival of the enterprise, and the comprehensive expression of the competitiveness of the enterprise in the socialist market economy. Brand is a means of sales for enterprises. Since the brand is a mark, it must be different from other products. The brand reflects the individuality and reflects the added value of the product. Enterprises should take the brand development path to cultivate consumers' brand loyalty, attract consumers to reuse, keep buying, and drive the surrounding consumers to form brand loyalty, thus gaining economies of scale and establishing a good society. The image, thus aggregating social capital, talents, policies, etc., forms a virtuous circle of brands. Chuch Brman, general manager of the UK subsidiary of British International Brands, said: In today's business world, brands are the main engines of growth and profitability.

As the world economy gradually moves toward a free market economy, the competition of market share transcending national borders becomes more and more obvious. Therefore, only the best-managed and most powerful brands can survive, and brand building has always been a common weakness in China's tourism business activities. The popularity of tourism brands is low, and this situation has not changed with the arrival of the new economic era. This has a certain relationship with the late start of tourism in China, the poor management of brand management theory and the lack of practical experience, but this is not the most fundamental reason, and it has a close relationship with the operators' understanding of the brand. Many tourist hotels have Managers only look at the front and not the long-term. It is a matter of the future to be a brand. At present, it is to increase sales and increase capital accumulation. I don't know, the basic capital accumulation of enterprises is the core competitiveness of enterprises, and the level of competitiveness of enterprises is expressed through brands. In addition, the tourism industry is impetuous, empiricism and take-upism are

prevalent, and there is no innovation. In the process of cooperation with famous foreign management groups, only the economic benefits of the company are emphasized. Rather than learning and summarizing innovation, we will form our own management model and corporate brand, laying the foundation for the long-term development of the company.

As the largest industry in the world with the widest coverage, the most comprehensive functions and the most promising industries, especially in recent years, China's tourism hotel industry has made great progress, and it has inevitably brought industry. Competition between the two countries is growing, especially in high-star hotels. The competition is particularly fierce. Enterprises compete from local product competition, price competition, resource competition, talent competition, capital competition, technology competition and information competition to the overall competition among hotels. This kind of competitive situation requires the most practical problem that operators must think about is how to stand out in the fierce competition, firmly occupy a place, and then gain more market. In this era of ever-changing brands, in addition to strengthening management, reducing costs, and changing business strategies, companies should also focus on the construction of corporate brands, especially brand marketing, brand advertising, brand culture, brand CI and brand value, thus establishing enterprises in tourism. The brand image in the mind.

2. Brand and Travel Brands

The brand is first of all a kind of sign and symbol; the second is the experience and feeling of the consumer using a certain product or enjoying a certain service. In line with this, the growth of the brand has to go through two jumps: one is from the product name to the brand name; the other is the brand value formed on the basis of the consumer's experience, feeling and evaluation of the brand, and accumulated through continuous dissemination. And form brand equity. Behind each brand must have the support of a good product or service, but at the same time the brand has to be independent of this product or service, with independent brand value. This brand value has accumulated over time and eventually become the intangible asset of the company, namely brand equity. It is an intangible asset that is sublimated in the process of satisfying market demand, and it is also the core competitiveness of the most potential and power in modern enterprises.

From the connotation of the brand, we derive the following characteristics of the tourism brand:

First of all, the tourism brand must be closely linked to the same tourism company. The enterprise is one of the main players in creating the brand and operates the brand independently and exclusively.

Secondly, the tourism brand must be implemented to the specific tourism products that can be purchased by tourists. It is expressed as a price-priced product with the value of travel, so there is no tourism product that cannot be purchased or sold.

Third, the tourism brand can only operate and operate only by realizing the trademarkization. The registered trademark becomes the premise for the tourism brand to obtain the exclusive right to compete in the corresponding market. Among them, a very small number of tourism products developed through high-tech or investment, as well as difficult and non-competitive adventure tourism products, can also apply for brand patents for a period of time.

Fourth, the tourism brand and the brand enterprise are a whole. The brand not only launches a certain kind of tourism products, but also covers the main series of the enterprises. For example, the Marriott Group's restaurants and resorts include Marriott, Renaissance, Courtyard, and Ritz-Carlton. More than 10 different brands; like Accor, there are also Sofitel, Novotel, Ibis, Formulel, Motel6 and many other brands. Brand companies often use their popularity and derivative functions to continuously develop new products and new customers, and implement horizontal agency network operations and even vertical chain operations. Fifth, the tourism brand ultimately relies on the product's intrinsic quality, high quality and good price, and volume advantage. These become the life of brand products; the degree of knowledge and talents, the degree of renewal affects the rise and fall of brand enterprises; and the reputation, satisfaction and revisit rate of customers and tourists determine the survival of related brands.

3. The Status Quo of China's Tourism Enterprises

After years of development in the field of travel agencies in China, there have been a number of well-known travel agencies such as China Travel Service, China Travel Service, China Youth Travel Service, and Kang Hui. However, compared with international famous brand travel agencies such as American Express, Japan Transportation Corporation and British Thomas Cook, there is still a clear gap. . In the field of scenic spots in China, only a few enterprises such as Shenzhen Overseas Chinese Town and Hangzhou Songcheng have explored the branding of theme parks, but they are far from being comparable to brands like Disney. Most of China's tourist destinations with extremely high resource quality are still in the low-level operation stage. Like the hotel sector, China does not have such famous brands as Marriott, Accor, Hilton, and Hyatt. It is China's famous Shanghai Jinjiang Group and Beijing Kailai International Hotel Co., Ltd., which was among the top 300 hotels in the world in 2001. Only 58 and 226 bits are also listed. It can be said that the brand of China's tourism enterprises is still in its infancy, and there are many problems in the actual operation process.

In the field of travel agencies in China, the name of the company has long been determined by the scope of business. Any travel agency that manages international travel business is called the China Travel Service, and all those who operate the domestic travel business are called China Travel Service. Local travel agencies are named after the name of the country or the China Travel Service. This can easily lead to confusion among consumers about many travel agencies. They mistakenly believe that all large and small travel agencies with the name of China Travel and China Travel are all part of the same travel agency system. Therefore, for large travel agencies such as the China Travel Service Headquarters or the China Travel Service Headquarters, the brand risk is invisibly increased, because as long as an international travel agency or a travel agency under the name of the Chinese travel company has an accident, the consumer will have a distrust of the entire travel system; On the other hand, for local travel agencies, they have not been able to accumulate their brand assets for a long time. In the final analysis, they do not have their own brands.

The core value of the brand is the essence of the brand. The unique and most valuable part of a brand is usually expressed in its core values. Such as Qingdao Haier refrigerator, Haier washing machine, Haier electrical appliances, etc., standard color, it is natural to think of Qingdao, but its core value is innovation, sincere ambiguity. The core values of the American Express brand are confidence, security, reliability, reputation and quality service, and its business development and global strategy are also the realization of this core value. However, many of China's tourism enterprise brands have almost no clear positioning of the core value of the brand.

At present, many tourism companies believe that as long as they increase their advertising investment and carry out overwhelming media bombing, that is, brand communication, they can establish a brand. In fact, advertising is not equal to brand communication. The purpose of brand communication is to increase brand awareness and increase brand loyalty, thereby increasing the long-term sales of the company's tourism products and obtaining a larger, more stable and more sustainable tourism consumer. Brand awareness can be achieved in the short term, and as the main indicator to maintain stable sales of the brand loyalty, but not short-term advertising can achieve. At the same time, consumers' affirmation of brand quality is simply not reliant on advertising. It not only promotes the consistent quality of the products, but also continuously innovates the brand in the development process. Therefore, the implementation of brand communication is far more than advertising.

In marketing, brand marketing is a complete process including branding and brand management. Strengthening the management of the brand that has already been created, so that it can be continuously refined and improved, can enhance the brand value and accumulate greater brand equity. Conversely, ignoring brand management may damage the brand that has been shaped, or the brand value that is gradually increasing. Especially in the modern tourism market where brand competition is fierce, consumers are increasing their brand and the conversion rate tends to increase, relaxing brand management is tantamount to giving up carefully cultivated brands.

4. The Cultivation of Tourism Enterprise Brand Assets

Cultivating the core value of tourism enterprise brands to build their own brands, tourism enterprises must reflect their core values. It is the most valuable asset for brand survival and development, and the most powerful driving force for brand sustainable development. Therefore, when analyzing the true inner needs of tourists, tourism enterprises must launch their own tourism products that have advantages, innovations and the most interest of tourists. This product can reflect the core value of tourism enterprise brands.

The final formation of tourism enterprise brands requires long-term and conscious management of tourism enterprises. However, most tourism enterprises are unwilling to invest too much in brand promotion due to short development time, small scale and limited profitability in the brand promotion process. Capital and manpower have led to the neglect of the promotion of the brand image of tourism companies and their own brand marketing in marketing activities. It is impossible to establish a good reputation and brand image in the minds of tourists, and it is difficult to win rich and stable customers. As everyone knows, brand promotion is an important part of the establishment and maintenance process of tourism enterprises. Brand creativity and design are good. If there is no strong promotion and implementation support, it cannot become a strong brand.

Organizational structure and processes are the fundamental guarantee for brand management. Brand management runs through every link of brand creation, brand promotion and brand maintenance. It needs all aspects of support and cooperation to be implemented correctly. Without a strong organizational system and strict institutional processes, it is almost impossible to do brand work. Large-scale tourism groups can set up brand management committees and specialized brand management offices to strengthen the centralized management of brands, emphasize brand consistency, and ensure the smooth progress of brand management.

5. Conclusion

The cultivation and development of tourism enterprise brands is a long-term and complicated process. Compared with foreign countries, China's tourism enterprises do not have innate advantages in brand building, but this does not mean that there is no potential for rise. China's tourism enterprises should go out of the advertising war mainly based on vicious price competition as soon as possible, enter the era of strength-based brand management, and strengthen the management and management of tourism enterprises at the strategic level, thus improving the industry competition of China's tourism industry. Force and international competitiveness.

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