

Communication Strategy of Red Tourism Brand under the Background of Integrated Marketing Communication

Jianwen Wang¹, Songfeng Li²

¹School of Tourism and Geography, Shaoguan University, Guangdong, 512005, China

²School of Innovation and Entrepreneurship, Shaoguan University, Guangdong, 512005, China

Keywords: Red tourism; Integrated marketing communication; Cultural connotation; Brand dissemination

Abstract: As an important form of characteristic tourism in China, red tourism has made remarkable progress in brand communication in recent years, which not only enhances the influence of red tourism resources, it also effectively promotes patriotism education and the inheritance of traditional spirit. However, there are still some problems in the communication of red tourism brands, such as serious brand homogeneity, single communication channel, inaccurate audience positioning and lack of continuous innovation. These problems restrict the further development of red tourism brands. In order to meet these challenges, based on the background of integrated marketing communication, this article makes forwarding a series of improvement strategies and optimization measures, including deepening the historical and cultural connotation of the brand, innovating communication methods and means, expanding communication channels, accurately positioning the target audience and continuously promoting brand innovation. Through these efforts, it is expected to promote the red tourism brand to achieve more prosperous and sustainable development in the new era. The article will provide theoretical guidance and practical reference for the dissemination of red tourism brands, and also provide useful reference for the development of tourism brands in other regions and cultures.

1. Introduction

Under the background of globalization in the 21st century, tourism, as an important force to promote economic development, the research and practice of its brand communication strategy is particularly important. Red tourism, as a form of characteristic tourism in China, bears rich historical and cultural connotations and shoulders the important mission of inheriting the red spirit and carrying forward patriotism [1]. In recent years, with the increasing competition in the tourism market and the diversification of consumer demand, how to effectively spread the red tourism brand in the new era has become an urgent problem [2]. Since the theory of Integrated Marketing Communication (IMC) was put forward in 1980s, it has had a far-reaching impact in the field of marketing [3]. It emphasizes consumer-centered, and uses a variety of communication it means the strategies to achieve in-depth communication between brands and consumers. In the current information society, communication channels and tools are increasingly diversified, from traditional media to new media, from online to offline, various means of communication emerge in an endless stream [4]. How to find a suitable communication strategy for the red tourism brand in this complex communication environment and realize the effective communication of the brand is a topic worthy of discussion [5].

The purpose of this study is to explore the communication strategy of red tourism brands under the background of IMC. Through in-depth analysis of the status quo and challenges of red tourism brand communication, combined with IMC theory and practice, this paper puts forward innovative strategies for red tourism brand communication. This will not only enrich the theoretical research of red tourism, but also provide useful guidance for the practice of red tourism. Through this study, we hope to reveal the unique value and mechanism of IMC in the communication of red tourism brands and provide theoretical support and practical guidance for the sustainable development of red tourism brands.

2. The current situation of red tourism brand communication

As an important form of characteristic tourism in China, red tourism has made remarkable progress in brand communication in recent years, but it still faces many challenges. This section will analyze the current situation of red tourism brand communication, including its characteristics, main strategies and shortcomings.

(1) The characteristics of red tourism brand communication

The characteristics of red tourism brand communication are mainly reflected in the following aspects:

Rich historical and cultural connotations: Red tourism resources are often closely related to important historical events, cultural sites and memorial sites, and have profound historical and cultural connotations.

Significant education: Red tourism is not only a way of leisure and entertainment, but also an important form of patriotic education, which has significant social educational significance.

Wide geographical distribution: Red tourism resources are distributed all over the country, from old cultural areas to modern cities, with their unique red marks.

Audience groups are diverse: the audience of red tourism includes not only middle-aged and elderly people, but also more and more young people and students, who have a strong interest in red history and culture.

(2) The main strategies of red tourism brand communication.

In order to enhance the popularity and influence of red tourism brands, local governments and tourism agencies have adopted various communication strategies:

Media publicity: Make extensive publicity through TV, radio, newspapers and other traditional media to improve the exposure of red tourism brands.

Festivals: Hold all kinds of red tourism festivals, such as anniversary celebrations and red cultural festivals, to attract tourists to participate.

Online and offline combination: use the Internet and mobile media platform to carry out online publicity and offline experience activities to realize O2O marketing.

Cooperative promotion: Promote red tourism products together with travel agencies, travel websites and other partners to expand market share.

(3) The shortcomings in the dissemination of red tourism brands.

Although the red tourism brand communication has achieved certain results, there are still many shortcomings:

Brand homogeneity is serious: some red tourism brands lack uniqueness and innovation, which leads to the same experience for tourists.

Single communication channel: the communication of red tourism brands in some areas still relies on traditional media, ignoring the potential of new media and social media.

Inaccurate audience positioning: some red tourism brands failed to accurately target the target audience in the communication process, resulting in poor communication effect.

Lack of continuous innovation: Red tourism brand communication lacks continuous innovation in content, form and means, and it is difficult to meet the increasingly diverse needs of tourists.

Table 1 analyzes the communication of red tourism brands from multiple dimensions.

Red tourism brand communication has achieved certain results in many dimensions, but there are obvious problems and shortcomings. In order to further enhance the communication effect and market competitiveness of red tourism brands, it is necessary to formulate corresponding improvement strategies and optimization measures in view of these problems and deficiencies. This includes digging deep into the historical and cultural connotation of the brand, innovating communication ways and means, expanding communication channels, accurately positioning the target audience and continuously promoting brand innovation [6]. Through these efforts, it is expected to promote the red tourism brand to achieve more prosperous and sustainable development in the new era.

Table 1 Analysis of the Current Status of Red Tourism Brand Communication

Dimension	Indicator	Current Situation Analysis
Brand Characteristics	Historical and Cultural Connotation	Most brands possess rich historical and cultural backgrounds, but insufficient exploration depth
	Educational Significance	Generally emphasizes educational significance, but communication methods are relatively traditional
	Geographical Distribution	Widely distributed, but some regions have low brand recognition
Communication Strategies	Media Promotion	Primarily relies on traditional media promotion, with insufficient utilization of new media
	Festival Activities	Rich in activities, but innovation and participation need to be enhanced
	Online-Offline Integration	Some brands have achieved O2O marketing, but overall integration is not high
	Collaborative Promotion	Limited scope of collaboration, lacking cross-sector cooperation
Issues and Deficiencies	Brand Homogeneity	Little differentiation between brands, lacking uniqueness
	Communication Channels	Single channel, with untapped potential of new media
	Target Audience Positioning	Ambiguous audience positioning, resulting in ineffective communication
	Continuous Innovation	Lack of ongoing innovation in content, format, and methods

3. Application of integrated marketing communication theory

IMC, as an advanced marketing concept, emphasizes the coordinated use of various means of communication to deliver a unified brand image and information to the target audience, so as to maximize the marketing effect. In the dissemination of red tourism brands, the application of IMC can effectively enhance brand awareness and deepen tourists' understanding of red culture.

(1) Theoretical framework

The theoretical framework of IMC mainly includes four core elements: target audience analysis, consistency of communication information, integration of communication tools and effect evaluation. In the communication of red tourism brands, it is necessary to first make clear the target audience, including tourists of different ages, educational backgrounds and interest preferences, so as to accurately locate the communication content. Secondly, ensure that the information transmitted by all communication channels is consistent and coherent. Then, according to the catalyst habit of the target audience, we should flexibly integrate various communication tools to form an all-round and multi-level communication network. Finally, through data analysis and market research, evaluate the communication effect, adjust the strategy in time, and form a closed-loop management.

(2) Implementation strategy

Red tourism brands should delve deeply into the resources of red cultural heritage, innovate their communication content, and enhance tourists' emotional resonance through vivid storytelling. Online, they utilize channels such as social media, official websites, and tourism apps to publish information on red tourism, activity previews, tourist reviews, and more, thereby increasing interactivity and a sense of participation. Offline, they provide immersive experiences by organizing commemorative events, exhibitions, live performances, etc., deepening tourists' impressions. They collaborate with influencers such as well-known bloggers, historians, and travel experts, leveraging their influence to disseminate the red tourism brand. Simultaneously, they establish brand communities, encouraging tourists to share their personal experiences, thus fostering word-of-mouth promotion.

4. Innovative strategies for promoting red tourism brands

In the context of increasing concern about red tourism, the innovative strategy of brand communication has become the key to enhance the influence and attraction of red tourism [7]. This section will discuss the innovative strategies of red tourism brand communication, including content innovation, channel innovation, audience positioning innovation and cross-border cooperation innovation. As shown in Table 2.

(1) Content innovation

Content innovation is the core of red tourism brand communication. Traditional red tourism often focuses on the reappearance of historical events and the visit of sites, but in the new era, it needs to pay more attention to the richness and diversity of content. For example, we can create communication content with emotional resonance by excavating touching stories and heroic deeds in the red history [8]. At the same time, it can also be combined with modern scientific and technological means, such as virtual reality (VR) and augmented reality (AR), to provide visitors with an immersive red tourism experience.

(2) Channel innovation

Channel innovation is an important means to spread the red tourism brand. Besides traditional TV, radio, newspapers and other media channels, we should also actively use new media and social media platforms for communication. For example, Weibo, WeChat, Tik Tok and other social media platforms can be used to publish relevant contents of red tourism to attract the attention of young tourists. At the same time, we can also cooperate with travel websites and online travel platforms to carry out online publicity and booking services to realize online and offline integration of red tourism.

(3) Innovation of audience positioning

The innovation of audience positioning is the key link of red tourism brand communication. Traditional red tourism is often aimed at middle-aged and elderly people, but with the development of society and the increasing interest of young people in red culture, young people need to be included in the main audience of red tourism. To this end, we can attract young people's participation and attention by holding creative activities on the theme of red culture and designing red tourism products that meet young people's aesthetics.

(4) Cross-border cooperation and innovation

Cross-border cooperation and innovation is a new trend of red tourism brand communication. Red tourism can cooperate with culture, education, science and technology and other fields to create attractive red tourism products. For example, we can cooperate with schools to carry out red research tours, so that students can learn red history and culture during the tour; You can also cooperate with technology companies and use modern technology to enhance the experience and interactivity of red tourism.

Table 2 Innovative Strategies for the Communication of Red Tourism Brands

Innovation Dimension	Specific Strategy	Implementation Path	Expected Effect
Content Innovation	Explore emotional stories in red history	Extract story materials with emotional resonance through research and literature review	Enhance visitors' emotional experience and sense of identity
	Create immersive experiences using modern technology	Introduce VR, AR, and other technologies to provide visitors with immersive red tourism experiences	Increase visitor engagement and satisfaction
Channel Innovation	Utilize new media and social media platforms for communication	Publish red tourism content on platforms such as Weibo, WeChat, Tik Tok, etc., to increase exposure	Attract the attention of young tourists and expand brand influence

	Collaborate with tourism websites and online travel platforms	Conduct online promotion and booking services to achieve online-offline integration	Facilitate tourists' access to information and booking, enhancing travel convenience
Audience Targeting Innovation	Organize creative events themed around red culture	Design event content and formats that align with young people's aesthetics to attract their participation	Expand the young audience group and enhance brand vitality
	Develop red tourism products that cater to young people's aesthetics	Combine young people's interests and preferences to develop innovative tourism products	Meet the needs of young tourists and enhance brand attractiveness
Cross-sector Collaboration Innovation	Collaborate with schools to launch red educational travel	Develop educational travel programs that provide learning opportunities about red history and culture	Expand the education market and enhance the brand's educational value
	Partner with technology companies to enhance the tourism experience	Introduce technological means to enhance the interactivity and experience of red tourism	Innovate travel methods and enhance brand competitiveness

5. Conclusions

As an important part of characteristic tourism in China, red tourism has made remarkable achievements in brand communication in recent years. However, through the analysis, it is found that there are still many challenges in the communication of red tourism brands. Problems such as serious brand homogeneity, single communication channel, inaccurate audience positioning and lack of continuous innovation have restricted the further development of red tourism brands.

In order to meet these challenges, we need to adopt more diversified and innovative communication strategies. First of all, we should dig deep into the historical and cultural connotation of the red tourism brand, create a unique brand image and avoid homogenization competition. Secondly, we should make full use of the potential of new media and social media, expand communication channels, and improve brand exposure and interactivity. At the same time, accurately locate the target audience, and formulate personalized communication programs according to the needs and preferences of different groups to improve the communication effect. Finally, continue to promote brand innovation, constantly enrich the content of tourism products and services, and meet the increasingly diverse needs of tourists.

References

- [1] Qi Xiaoying. Hunan red tourism brand image design under the background of rural revitalization [J]. *Tourism and Photography*, 2023(14):41-43.
- [2] Yang Xin. The role of new media in shaping and spreading the red tourism brand in Liaoning [J]. *Comparative Study on Cultural Innovation*, 2023, 7(32):58-60.
- [3] Chen Ailan, Li Mingqian. Discussion on the construction path of rural red tourism brand from the perspective of global tourism [J]. *Journal of Shandong Agricultural Engineering College*, 2023, 40(1):92-96.
- [4] Wang Zhenghui. Nanchang Red Tourism Brand Core Competitiveness Evaluation Index System Construction [J]. *Tourism Overview*, 2022(11):28-31.
- [5] Lian Wenqian. Changzhou red tourist attractions brand image promotion strategy [J]. *Tourism*

Overview, 2023(16):104-106.

[6] Yang Yawen, Chen Lei. Study on the influencing factors of red tourism destination brand personalization from the perspective of global tourism [J]. Modern Commerce, 2023(1):141-144.

[7] Liu Jianping, Liu Yuesheng, Chen Jindan. Shaoshan Red Tourism Destination Brand Value Assessment [J]. Journal of Wuhan University of Commerce, 2022, 36(6):11-15.

[8] Li Jiajia, Qin Zhuzhu, Cheng Li. Research on Red Tourism Brand Building in Northern Guangxi from the Perspective of New Media [J]. Silicon Valley, 2020, 006(021):64-66.