

Construction of Smart Marketing System of Jinzhou under the Background of Smart Tourism

Min Li

College of Management, Bohai University, Jinzhou, P.R.China

connie_dl@sina.com

Keywords: Jinzhou, Smart Tourism, Smart marketing

Abstract. Based on the current situation of "smart tourism" in China, this paper proposes the concept of "smart marketing". Combined with the current situation of tourism development in Jinzhou city, this paper analyzes the mode of smart marketing in Jinzhou city, and then puts forward the strategies of smart marketing.

Introduction

During the Eleventh five-year Plan period, some cities in China set off an upsurge in the construction of "digital city". However, with the introduction of the concept of "cloud computing", especially after IBM Company launched the concept of "intelligent earth", "smart city" has raised an upsurge all over the world, and some cities in our country have also regarded the construction of "smart city" as one of their important tasks during the 12th five-year Plan period. As an extremely important part of Smart City, intelligent tourism should also be explored. The construction of intelligent tourism system is of great significance to improve the image and service management level of tourism industry in China, and it is also helpful to promote the innovation of management and introduce a new sustainable development model for tourism service industry.

Smart tourism changes people's consumption mode and concept of tourism, which means that the marketing mode of tourism enterprises or tourism destinations should follow the changes. Under the background of smart tourism, traditional methods of tourism destination marketing are being actively explored to adapt to the changes brought by smart tourism.

Jinzhou is one of the excellent tourist cities in China, which is rich in tourism resources. It owns diverse types of natural sceneries, unique landscapes and cultural relics. Each one of them has its own characteristics. Jinzhou has developed 33 scenic spots, including 8 national 4A level scenic spots, 4 national industrial and agricultural tourism demonstration sites, 1 national nature reserve, 1 national scenic spot and more than 20 hot spring tourism resources. According to the "Opinions on Promoting the Reform and Development of Tourism" issued by the State Council and the spirit of the Liaoning Provincial Tourism Industry Development Conference in 2016, tourism industry in Jinzhou will attract unprecedented historical opportunities.

1. The Present Situation of the Development of "Smart Tourism" in China

1.1 Necessity of the Development of "Smart Tourism" in China.

The organizational form and product form of tourism industry determine the industrial characteristics of tourism industry which is highly dependent on information. In the past half century, information technology has been promoting the continuous improvement of service quality and management ability of tourism industry, and has always made tourism a practitioner of cutting-edge information technology. With the rapid development of science and technology, "Smarter Planet" is gradually replacing "Digital Earth" as the development trend of information network technology.

The concept of "Smart Earth", put forward by IBM in 2008, is a vision of how to use advanced information technology to build this new world operation model, through the use of cloud

computing, Internet of things and other information network technology to manage production and life in a more precise and dynamic way, to achieve the state of "wisdom", and to greatly improve the utilization rate of resources and the level of productivity in order to cope with the economic crisis, Energy crisis, environmental crisis, to build a "intelligent earth." With the continuous landing of the concept of "intelligent earth", the concepts of intelligent city, intelligent transportation, intelligent electricity, intelligent medical treatment and intelligent supply chain have become the development goals in various fields. Smart tourism, as an important part of the intelligent city system, has also been put on the agenda. In 2011, Shao Qiwei, which is the director of the National Tourism Administration, proposed the strategic goal of realizing the intelligent development of China' tourism industry in 10 years, and pointed out the direction for the development of China's smart tourism.

"The necessity of the development of smart tourism in China can be seen from three aspects: Firstly, we need to implement the development policy of the national tourism industry. The State Council issued "opinions on accelerating the development of tourism" in 2009. Document No. 41 proposed that China's tourism industry should be developed into a pillar industry of national economic strategy and a modern service industry that the people are satisfied with. The development concept of smart tourism and specific measures are important ways to achieve the two goals. Secondly, they demand of domestic and foreign tourism market. By 2016, China has become the world's third largest inbound tourism host country, the third largest outbound tourism consumer and the world's largest domestic tourism market. The development of smart tourism can provide better quality and convenient services for domestic and foreign tourists. Thirdly, it can achieve strong support from the development of science and technology. At present, cloud computing, Internet of things, mobile Internet and portable Internet access devices and other technologies needed by smart tourism have been mature, and they build up the strong technical foundation for development.

1.2 Current Situation of the Development of "Smart Tourism" in China.

Smart tourism has experienced 10 years of development in China. From the initial construction of smart tour guide, e-ticket for scenic spots and smart tourism platform, to the application of "Internet +" technology, Internet of things, big data, cloud computing, AR and VR technology, science and technology provide inexhaustible power for the development of smart tourism.

Tourists can complete any step in the tourism plan through mobile terminals, such as route planning, transportation arrangement and hotel reservation, using VR technology to initially experience the scenery of the destination. Smart tourism can also realize the customization of routes, which has saved travel costs and maximized travel time. Nowadays, tourists not only use technology to screen scenic spots, but also use smart tourism to attract more tourists.

By providing high-quality tourism experiences, the scenic spots encourage tourists to publish their tourism experiences into strategies or put their impressions on social platforms, so as to achieve effective interaction between the scenic spots and tourists. On the one hand, it seeks improvement direction from tourists' sharing. On the other hand, more and more high-quality strategies and experiences are published on the Internet, which means that the scenic spots has gradually expanded its influence and attracted more and more tourists to visit. Smart tourism realizes effective interaction between scenic spots and tourists, provides personalized needs, accepts diversified opinions, and achieves a win-win result for tourists and scenic spots.

Smart tourism management system is an information integration system. Each terminal returns the information to the main system, and through the analysis of cloud computing, it can achieve the functions of monitoring, decentralization and adjustment, so as to realize the intelligent and efficient management. This system monitor a lot of fields in the scenic spots, including the scenic area safety, tourist safety, tourist flow and traffic flow, tourist distribution, hotel, restaurant business, tourist consumption, as well as scenic cultural relics and environmental conditions According to the analysis report, the scenic spots carry on the corresponding adjustment to the situation, effectively improves the management efficiency, realizes the scientific decision-making and the management

refinement. The operator can also understand the market demand through the systematic report, adjust the marketing plan, and make the marketing more scientific.

2. Proposals of Smart Marketing for Tourism Destinations under Smart Tourism

2.1 Changes of Tourism Destination Marketing.

Smart tourism will change people's consumption mode and travel concept. Tourists can complete online tourism services, such as online booking and online consulting services, by using the terminal connection tools provided by smart tourism. You can also customize the private travel routes, arrange personal travel schedule reasonably, and maximize the use of travel time. Moreover, with the further development of smart tourism, smart scenic spots and smart hotels will provide more diversified and personalized services, and tourists can selectively consume according to their own needs. Based on this, tourism destination marketing can be interpreted from two aspects: first, smart tourism changes people's consumption patterns and ideas of tourism, which means that tourism enterprises or tourism destinations should follow the changes in marketing methods. For example, the individual tourist market is an important part of the tourist source, which is characterized by its large composition, single or small presence, personalized and complex demand. Currently, China's tourism industry is limited by the development stage and basic conditions, and it is still mainly to meet the group tourists. On the whole, it adopts the strategy of non-differentiation to cover the individual tourists market. The emergence of smart tourism makes the promotion of individual tourists more flexible and in-depth. It is also convenient for tourism destinations and tourism-related enterprises to develop differentiated marketing strategies, so as to realize customized services for their individual tourists. Second, smart tourism enables tourism services and tourism destination marketing to face tourists more directly, with higher contact frequency, more diversified and flexible channels. The reason why tourists can gain more benefits from the smart tourism system also urges them to become more dependent on the whole "smart system".

2.2 The "Wisdom" Practice of Tourism Destination Marketing.

We will list some famous tourist destinations at home and abroad to see how they make efforts in marketing methods to adapt to the changes of tourists under the background of smart tourism.

Based on the widespread use of smart phones in South Korean, capital city Seoul has developed a "I TOUR SEOUL" application service system to make it easier for tourists to visit Seoul to obtain the required tourism-related information. Through this platform, tourists can obtain all kinds of tourism information around their current location in real time, which is the most direct profit side. But at the same time, the platform also provides more effective channels and ways for the marketing of tourism related enterprises and brand building of tourism destination in Seoul. For example, Seoul released its tourism promotional videos and integrated tourism products on the platform.

In July 2012, Yangzhou tourism marketing center launched the country's first regional "020" tourism e-commerce platform, which means that the combination of online commerce and offline transactions. The key point is to attract tourists through online means, while the real consumption of services and products will be experienced by tourists offline. This e-commerce platform realizes the integration of theme resources such as Yangzhou "garden tour" and "ancient city tour", and promotes them to the tourist market. At the same time, it also provides online booking for Yangzhou's main scenic spots' tickets, surrounding hotels and other projects, Yangzhou's latest tourism consulting, tourism route planning, car rental and other services. With the help of smart mobile terminals, the platform can extend the service to any corner where tourists are, and at the same time, it can share their consumption experience with other tourists on the platform anytime and anywhere. "020" platform tries to promote the establishment of Yangzhou brand from both consumers and operators perspectives, so as to form effective marketing of tourism destination.

Traditional marketing methods in tourism destination at home and abroad are being actively explored to adapt to the changes brought by smart tourism. The marketing method of tourism

destination under the background of smart tourism should be an integrated "smart marketing" concept. Smart marketing is a kind of marketing model that is different from the simple network electronic marketing and the collection of different marketing concepts to achieve the target of the tourism destination and the tourists' relationship marketing after integrating the core competence in the smart tourism system.

3. Tourism Marketing Status Quo under the Background of Smart Tourism in Jinzhou City

3.1 Traditional Marketing Methods Still Dominate Local Tourism Marketing.

Jinzhou city has built a comprehensive and three-dimensional tourism marketing system that combines cities and counties with government and enterprises. At the same time, we should strengthen cooperation with well-known media at home and abroad, increase the soft and hard advertising of tourism, and take advantage of the festivals and the national red tourism "summit forums" held in Jinzhou to shape the brand image of Jinzhou tourism. The newly shot tourism promotion video "beautiful Jinzhou" has been broadcasted on TV and other Medias in the provinces, cities, and some tourists generating areas. Travel advertisements were published in newspapers and magazines, and prominent outdoor billboards were set up on Beijing-Shenyang and Shenyang-Dalian highways.

3.2 Slow Development of Online Tourism Marketing of Tourism Enterprises.

With the development of smart tourism, tourists often book travel routes and products through online travel websites OTA. The sales channels of Jinzhou local travel agency remain in the stores and their own travel agency website. And the websites of travel agency only list a few comprehensive package travel product, which is difficult to meet the individual purchase demand of tourists. In addition, Jinzhou' local travel agencies rarely cooperate with major travel agents. If you search "touring Jinzhou" On Taobao Travel Network, no Jinzhou travel agencies arise. It can be seen that online tourism marketing products, brand building, sales channels and prices of Jinzhou tourism enterprises are relatively lagging behind.

3.3 Government Departments Have Made Plans and Implementation Preparations for Promoting Smart Tourism.

In December 2017, Jinzhou municipal government issued the "Implementation Opinions on accelerating the development of all-for-one tourism in Jinzhou", which made it clear that the information service system should be strengthened and improved. We will accelerate the development of smart tourism and establish a tourism data center. By 2018, all functions such as free wifi, intelligent tour guides, electronic explanation and information push will be basically covered in scenic spots with a rating of 3A or above, hotels with a rating of 3-star or above and other key tourist places. We also need to establish Jinzhou tourism data center and the data acquisition system, build local tourism statistics index system, and gradually form a comprehensive and open tourism destination, which can fully meet the needs of tourists' experience, to meet the needs of popular, socialized and independent tourism development.

4. Exploration and Construction of Smart Tourism Marketing Model in Jinzhou

4.1 The Integration of Multiple Resources in Tourism Market.

For consumers, tourism is a very tedious process of purchase and consumption, including the general situation of tourism destination, transportation, accommodation, scenic spots ticket booking and so on. If you can complete the one-stop shopping on the same online platform, it will be very convenient for tourists. In Jinzhou, such a smart tourism online platform will be set up, which brings in tourists, tourism enterprises and other tourism products in Jinzhou area, and integrates the information, products and other resources of all parties into one platform.

4.2 Relying on the Means of Intelligent Information.

To strengthen the construction of e-commerce of tourism departments and tourism enterprises, more emphasis should be placed on the horizontal connection and framework between various subjects. We need to construct mobile terminal tourism App and Jinzhou local smart tourism platform, open Wechat tourism platform. Big data, cloud computing, Internet of things and other modern information technologies will be applied to the whole tourism industry to realize digitization and intelligence of the tourism industry, so as to realize the overall product innovation and service improvement of the tourism industry in Jinzhou.

4.3 To Meet the Main Demand of All Parties in the Market.

Firstly, it meets the needs of tourists. Nowadays, more tourists make travel decisions and travel through online travel websites such as OTA, mobile Internet and WeChat. The tendency of tourists' personalized demand is also more prominent. The one-stop information acquisition and utilization of the smart tourism system can shorten the decision-making time of tourists and fully improve the tourist experience to meet the personalized needs of tourists. Secondly, it meets the needs of tourism enterprise. Tourism enterprises have the needs of innovative tourism products, personalized marketing and precision marketing. Thirdly, it meets the needs of government departments. For government departments, the main jobs are brand marketing planning and tourism project planning for local tourism, marketing guidance for local tourism enterprises, and information services for tourists

5. Suggestions on Smart Tourism Marketing Strategy with Jinzhou as a Tourist Destination

5.1 Government Strives to Build a One-stop Three-dimensional Marketing Service Platform.

First of all, the government will establish the e-commerce platform "OTO system" for Jinzhou's various tourist attractions, hotels, transportation and travel enterprises, and provide tourism consumers with Jinzhou's tourism resources after integration. On this platform, information about tourist destinations can be searched; tourist routes and tickets for scenic spots can be booked online. So that tourists can consult, evaluate, give their feedback, and share their tourism experience on the platform. Secondly, each travel agency in Jinzhou will open online stores on the platform in order to understand the personalized needs of tourists and provide innovative tourism products for tourists. Thirdly, Jinzhou's smart tourism platform system should also focus on cooperating with influential and mature OTA(online travel agents) to expand the sales channels of local tourism enterprises.

5.2 Using Data Analysis of Tourism Information System to Timely Adjust Marketing Strategies.

The motivations and travel purposes of every tourism group are so different. In the context of smart tourism, tourism marketing departments and tourism enterprises can use the data obtained by the online marketing platform and reservation system to obtain some key information of tourists, such as: the number of tourists, duration of stay, route selection, hotel reservation, degree of satisfaction, consumer expenditure and other effective data. After the analysis, the hot spots of tourism and tourists' interests will be explored to the greatest extent, tourist products and services that meet the requirements of tourists will be planned, and corresponding marketing strategies will be formulated.

5.3 Adjusting the Supply Side to Promote Tourism Development of Jinzhou.

Nowadays, the demand of tourism development is strong, but there is a problem that the supply structure is unreasonable and cannot adapt to the diversification of demand. Local tourism departments of Jinzhou can make use of smart tourism system to tap resources such as capital, labor force and technological innovation of tourism enterprises, so as to find new growth points for the development of Jinzhou tourism and increase the effective supply of Jinzhou tourism. Jinzhou should increase investment in the infrastructure construction of smart tourism, develop a tourism

information inquiry system and a self-service ticketing system in tourist attractions, so as to provide convenient network services for tourists and realize the upgrading of tourism products and services in Jinzhou.

Summary

Smart tourism has been called the "second revolution" of tourism industry by some people. Its appearance has begun to influence all aspects of tourism, and it will even cause the radical changes of some operation modes of tourism. In this context, tourism destination marketing is also facing new changes and challenges. For these challenges, the destination Marketing Department, which is led by government departments, should deal with them step by step, and further strengthen the exploration of intelligent tourism marketing mode. Only in this way, the implementation of "smart marketing" with the nature of integrating smart tourism and tourism destination marketing can be operated practically.

Reference

- [1] Information on <http://jinzhou.nen.com.cn>.
- [2] Information on <http://news.gmw.cn>.
- [3] Y.Q. Fu, X.M. Zheng, Research on the Development Status and Countermeasures of Smart Tourism in China [J]. Research on Development, 2013 (8):62-65. (In Chinese)
- [4] J. Gu, Study on Smart Marketing Strategy under the Background of Smart Tourism in Anshan city [J]. Tourism Overview, 2016 (12):133-134. (In Chinese)
- [5] L. Li, Research on Qinhuangdao Smart Tourism Marketing Strategy [J]. Sci-Tech & Development of Enterprise, 2019 (01): 233-234. (In Chinese)