

# Tourist Destination Marketing Pattern Based on New Medium

**Lan Chen**\*

School of Foreign Languages & International Business, Guangdong Mechanical and Electrical Polytechnic, Guangzhou, China

\*Corresponding author e-mail: chenlan0502@126.com

**Abstract.** This paper researches on the role of new medium in tourist destination marketing. Firstly, the definition and necessity of new medium are analyzed. The paper focuses on the advantage analysis of new medium compared with traditional medium from the perspective of information flow. Further build a cooperative operation pattern between new medium and tourism destination. Finally, based on new medium, the paper analyzes the process of tourist destination marketing.

**Keywords:** New medium, Tourist destination marketing, Cooperative operation pattern

## 1. Introduction

Nowadays, with the rapid development of information technology, under the background of the Internet era, tourist groups and tourism consumption behaviors are constantly changing, and the supply structure of tourism products is constantly upgrading as a result of tourism demand, which puts forward new requirements for tourism destination image positioning, product creation and marketing channels [1]. With the coming of the era of the network and the tourism trend of F.I.T.( Full Independent Tour), new medium has become a necessary method of tourist destination marketing[2].

## 2. Definition of New Medium and Marketing Based on New Medium

Compared with traditional medium such as TV, newspaper, radio, magazine, etc., new medium is a new form developed on the basis of traditional medium by means of new technologies such as the network, which includes wechat, microblog, digital newspaper, mobile SMS, digital TV, etc., known as the "fifth medium"[2,3]. Marketing based on new medium refers to the way to use the new medium platform for marketing, including, but not limited to: the portal website, the search engine, microblog, wechat, blog, podcast, BBS, mobile devices, app, etc.

## 3. Necessity of Using New Medium

### 3.1 The Internet is Widely Used



On the basis of the data of the 44th statistical report on the development of the Internet in China [4], there are 854 million Internet users in China until June 2019, and the Internet penetration rate has reached 61.2%. Mobile Internet users in China has reached 847 million, and 99.1% of Internet users use mobile phones to access the Internet. Online video users reached 759 million in China, accounting for 88.8% of total Internet users; among them, short video users reached 648 million, accounting for 75.8% of total Internet users. Online shopping users reached 639 million in China, accounting for 74.8% of total Internet users.

It can be seen that in the era of Internet popularization, online shopping and online social networking become the mainstream, and people's tourism consumption decision-making, communication and sharing are inseparable from the Internet. Therefore, tourist destination marketing must be integrated into new medium.

### 3.2 The Tourism Trend of F.I.T.

As the continuous improvement of living standards and the longer leisure time, people regard traveling as a way of leisure. And people's demand for tourism is also increasingly diversified, and F.I.T.( Full Independent Tour) has become a trend. Nowadays, the proportion of full independent tourists has reached 70%, occupying the leading position of China's tourism market<sup>[5]</sup>.

Full independent tourists are not satisfied with the traditional way of group travel. They prefer individual self-help travel. They use the Internet and new medium to obtain tourism information, make tourism decisions, purchase tourism products and share tourism experience.

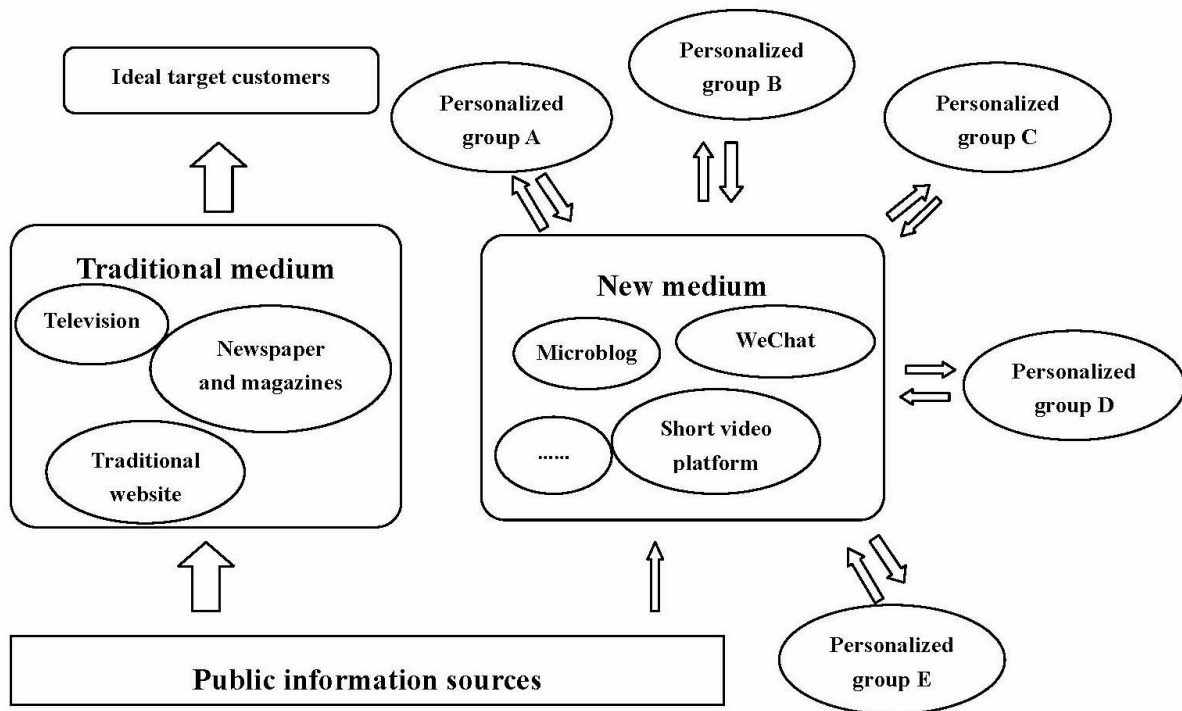
### 3.3 The Tourists Become Younger

According to China tourism industry development report in 2018 [6], the proportion of domestic tourists under the age of 35 reached 70.2%, and the main body of domestic tourists is young people. Compared with 2017, the proportion of tourists under the age of 19 (i.e. the generation after 00s) grew the fastest in 2018. Born after the millennium, the generation after 00s grew up in an environment with good living conditions and well-developed information networks. They are willing to go out and explore the unknown outside, and then become a new force in tourism.

According to the survey completed by the author in 2018, nearly 80% of the post-2000s college students will obtain tourism information through the network ,such as website, wechat, travel app, etc<sup>[7]</sup>. It can be seen that young tourists will use the Internet and new medium in the selection, purchase and experience of tourism products.

## 4. Advantage Analysis of New Medium Based on Information Flow

Analyzing the information flow of new medium and traditional medium, as shown in Fig. 1, it is clear that traditional medium information dissemination is single, high cost, lack of interaction, time and space limitations, while new medium has three advantages of accuracy, multi-dimension and interaction compared with traditional medium<sup>[8]</sup>.



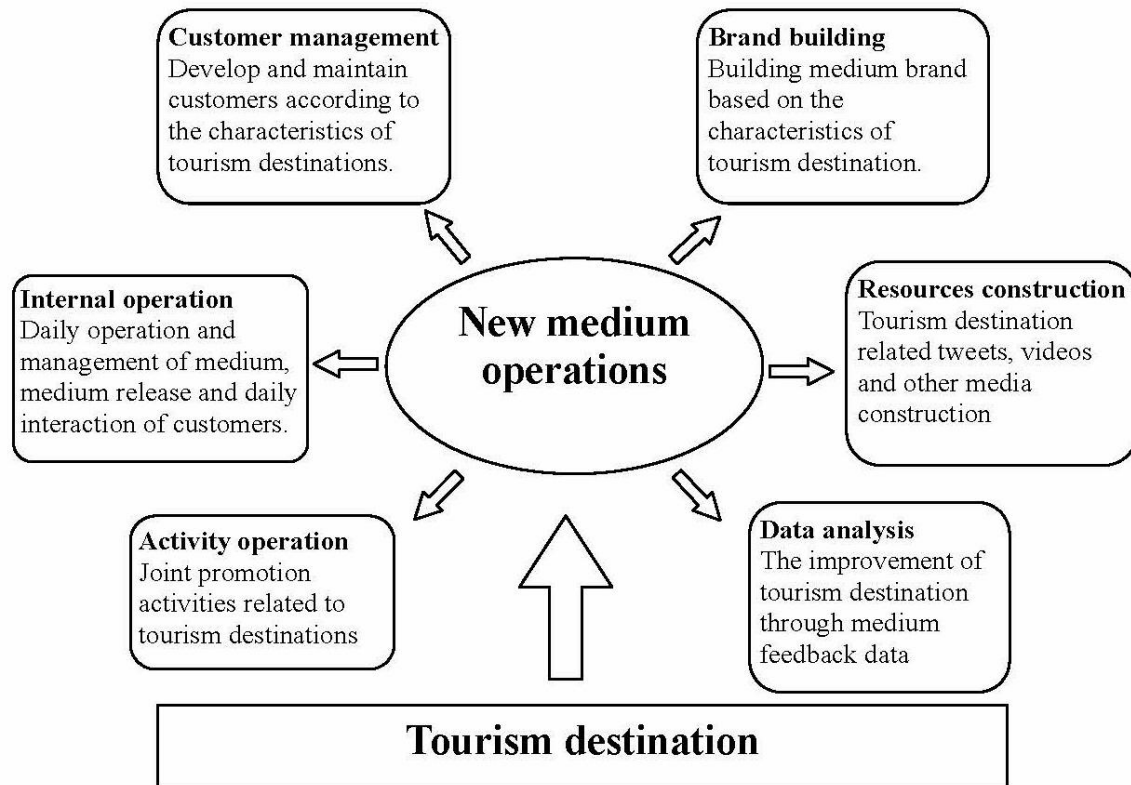
**Figure 1.** Information flow analysis between traditional medium and new medium

Also as a medium for information transmission, it can be seen from Fig. 1 that traditional medium uses mass information as a source of information, and after screening and processing, it is transmitted to the ideal customers in one way. The reason why it is called the ideal customer is that customers have no choice, no feedback channel and no group characteristics. In addition to mass information, new medium is more about obtaining information for groups with different characteristics and accurately sending it to those interested in it. At the same time, each customer can promote their personalized information through new medium at any time, so as to achieve accuracy, multi-dimension and interactivity of information transmission.

The essence of tourism market segmentation is to divide tourism groups according to different ages, hobbies, living habits and other aspects. The one-way information flow of traditional medium is not only difficult to deliver effective information to target groups accurately, but also a large number of redundant and useless information will make the information transmission more inefficient. The new medium provides targeted information for different tourists' characteristics, so that tourists can get useful information directly in a fast and easy state. Especially the information shared by tourists will increase their trust in information. It can be seen that new medium will become the main promotion channel in today's tourism industry.

**5. Cooperative Operation Pattern between New Medium and Tourist Destination Marketing**

First of all, tourism destinations should choose new medium operators matching their own characteristics to cooperate to ensure that information can be accurately transmitted to the target groups. Secondly, tourism destinations and new medium operators should build a collaborative new medium operation pattern, as shown in Fig. 2. The operation pattern can carry out collaborative work from six aspects or departments.



**Figure 2.** Cooperative operation pattern between new medium and tourism destination

**Customer management.** By combining the features of tourism destination, the two sides analyze the characteristics of the target group, and attract and develop through the new medium. At last, it can realize the effective tracking management of customers, so as to provide more personalized services that meet the needs of customers.

**Internal operation.** New medium operators are mainly responsible for daily maintenance and management, including tweet release, video release, customer interaction, etc., so as to keep the medium active.

**Activity operations.** According to the features of tourism destination and the needs of tourist, the two sides design targeted promotional activities to achieve better economic benefits.

**Brand building.** Tourism destination provides resources and new medium operators provide creativity, which strengthen the tourism destination and brand building of new medium, and achieve long-term sustainable development.

**Resource construction.** Tourism destinations provide resources and new medium operators provide technology, which develop and construct media resources related to tourism destinations, including tweets, videos, pictures, animations, VR scenes, etc.

**Data analysis.** New medium operators are mainly responsible for the data collection. Through the analysis of the data, we can know the satisfaction of tourists' travel destinations and relevant opinions. This information will be fed back to the tourism destination to achieve timely improvement and keep the tourism resources in the best condition.

**6. Analysis on the Marketing Process of Tourism Destination Based on New medium**

Goodall, B. (1991) put forward in the study of tourists' vacation decision-making that the decision-making process of tourists' vacation consists of five basic links, namely, tourism motivation, information collection, evaluation of holiday plans, purchase decision and tourism experience<sup>[9]</sup>.

Combined with the tourism decision-making process of tourists, this paper discusses the application of new medium in tourist destination marketing, as shown in Table 1 below.

**Table 1** Analysis of tourists' decision

Tourism decision making process	Main activities of tourists	Tourism marketing based on new medium
Tourism motivation	Generate tourism desire and interest	Wechat, microblog, short video, etc
Information collection	Collect tourism information	Search engine, corporate website, BBS, travel app, etc
Evaluation of holiday plans	Comparison and evaluation of holiday plans	Official website of relevant tourism enterprises, travel app, etc
Purchase decision	Booking tourism products	Official website or app of relevant tourism enterprises
Tourism experience	Share and comment on the way and after the tour	Wechat, microblog, short video, BBS, etc

### 6.1 Using Microblog, Wechat and Short Video for tourist destination marketing

Wechat, microblog, short video and other new medium can display tourism products in real time, with both pictures and texts, and can effectively convey tourism information, so as to attract tourists' attention, stimulate purchase interest and generate tourism motivation. In addition, in the process of tourists' travel, the tourism destinations can forward the tourists' tourism sharing on their microblog, wechat or short video, which can also achieve the effect of tourism marketing and publicity<sup>[10]</sup>.

### 6.2 Tourist destination marketing with the Search Engine

Search engine marketing, commonly referred to as "SEM", which is the network marketing based on the search engine platform. It uses people's dependence and usage on the search engine to transfer information to the target users. Tourism destinations can bring more click and attention, bring more business opportunities and achieve the purpose of marketing by paying Baidu, Sogou, Google and other search engines for ranking, accurate advertising and paid collection.

Use Official Website and App for Tourist Destination Marketing

A professional and comprehensive official tourism information website and official app shall be established in the tourism destination, which can help tourists to collect information, compare products and make decisions before traveling, facilitate tourists to book products, strengthen two-way communication with tourists and realize accurate marketing.

## Summary

This paper researches on the role of new medium in tourist destination marketing. Firstly, the definition and necessity of new medium are analyzed. The paper focuses on the advantage analysis of new medium compared with traditional medium from the perspective of information flow. Further build a cooperative operation pattern between new medium and tourism destination. Finally, based on new medium, the paper analyzes the process of tourist destination marketing. The research confirms that new medium in tourist destination marketing meets the requirements of the times and the characteristics of different groups, and will be more and more widely used.

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