

Research on Marketing Strategy of Chinese Tourist Attractions: Taking Jianglang Mountain Scenic Spot as an Example

Xintong Mao

School of Economics and Management, Chongqing University of Posts and
Telecommunications, Chongqing 400065, China

Abstract

With the sustained and rapid growth of the national economy and marked improvement in living standards, China's tourism industry has developed rapidly. Tourism products have become increasingly popular consumer goods for Chinese residents. Jianglang Mountain Scenic Area is located in Zhejiang Province, with unique location, convenient transportation, and rich tourism resources. In this paper, Jianglang Mountain Scenic Area is the research object, comprehensively using marketing and other theories, PEST analysis method and SWOT analysis method to study the marketing development status and problems; then formulating marketing strategies for the market development of Jianglang Mountain Scenic Area under the framework of 4P theory. The in-depth study of the marketing strategy of Jianglang Mountain Scenic Area is of great significance for improving the marketing management level and market competitiveness. It has important reference value for the marketing management research of other tourist attractions in China.

Keywords

Tourism Marketing; PEST Analysis; SWOT Analysis; Marketing Strategy.

1. Introduction

With the rapid development of China's economy and tourism, the tourism industry has become an important pillar of China's industry and economy. At the same time, it brings China to the world and displays Chinese culture. "China Tourism Economic Blue Book No. 12" shows that the number of domestic tourists in China for the whole year of 2019 was about 6.006 billion people, an increase of 8.4% year-on-year; the domestic tourism revenue was about 5.73 trillion yuan, an increase of 11.7% year-on-year. However, the outbreak of COVID-19 in 2020 has not only brought a big impact on the politics, economy, and culture of China, but also brought a huge blow to the tertiary industry such as tourism.

Jianglang Mountain Scenic Area is a national key scenic spot and a national 5A scenic spot. It was included in the World Natural Heritage List in 2010. It is located in the southwest region of Zhejiang Province and belongs to Jiangshan where has the unique topography of mountain basin, attracting a large number of tourists from Zhejiang, Anhui, Jiangxi, Fujian and other surrounding areas to visit.

2. Research Methods

The PEST model is a strategic analysis method to improve the adaptability of the enterprise to the internal environment and the external environment, so as to achieve the rapid growth of the enterprise [1]. SWOT analysis is an important strategic analysis method that conducts comprehensive and multi-level research on factors such as regional development strengths, weaknesses, opportunities and threats [2]. Using the above methods not only can objectively evaluate the internal and external environment of Jianglang Mountain Scenic Area, but also find

out the potential development opportunities for scenic spots, and provide theoretical support for optimizing marketing strategies and scenic spot management. On this basis, it points out the problems and deficiencies in its development, and proposes a marketing strategy to promote the development of tourism in Jianglang Mountain Scenic Area.

3. Marketing Status Analysis of Jianglang Mountain Scenic Area

3.1. PEST Analysis of Jianglang Mountain Scenic Spot

1. Analysis of Political Environment (P)

The development of tourism in Zhejiang Province is ushering in a new period of historical development. Since the Group of Twenty Finance Ministers and Central Bank Governors was held in Hangzhou in 2016, domestic and foreign policy environments have generally benefited the development of tourism in Zhejiang Province. At the same time, the State Council issued the *"Guiding Opinions on Promoting the Development of Global Tourism"*, and the Provincial Government issued the *"Operation Guideline to the Establishment of Zhejiang Province's Global Tourism Demonstration Counties"*, *"Implementation Opinions on Regulating the Behavior of the Tourism Market"* and *"Zhejiang A-level Scenic Village Policy documents"* etc. These policy documents create a good development environment for the rapid development of regional tourism in Zhejiang Province, and provide a good policy environment for the development of Jianglang Mountain scenic spot. Although the epidemic of 2020 has brought a huge blow to the development of China's economy and tourism, the National Tourism Administration and Jiangshan local government have adopted various policies to promote local consumption and economic recovery.

2. Analysis of Economic Environment (E)

China's economic growth has provided strong support for the development of tourism. According to data released by the National Bureau of Statistics of China, China's gross national income is 988.485 billion yuan, an increase in 6.2% over the previous year. China's GDP for the whole year of 2019 is 990865 billion yuan, an increase in 6.1% over the previous year. Among them, the added value of the primary industry was 7.0467 trillion yuan, an increase in 3.1%; the added value of the secondary industry was 386165 billion yuan, an increase in 5.7%; the added value of the tertiary industry was 534233 billion yuan, an increase in 6.9%. The GDP of Zhejiang Province in 2019 is expected to exceed the 600 billion mark, an increase in 6.8% year-on-year. The blooming of the national economy provides a good economic environment for the development of tourism.

With the increasing of people's disposable income, the continuous improvement in people's living standards and transportation, Zhejiang tourism has further developed. However, the emergence of the epidemic of 2020 has stalled economic development. According to the latest macroeconomic data released by the National Bureau of statistics, in the first quarter, the gross domestic product (GDP) was 20650.4 billion yuan, down 6.8% year on year. The added value of the first industry was 1,018.6 billion yuan, a decrease of 3.2%; the added value of the second industry was 73638 billion yuan, a decrease of 9.6%; the added value of the tertiary industry was 12,268 billion yuan, a decrease of 5.2%. The epidemic caused many Chinese enterprises to stop work and people were unemployed. Meantime tourist attractions were closed. The severe economic situation will bring enormous challenge to the sustainable development of Jianglang Mountain Scenic Area.

3. Analysis of Social Environment (S)

National promotion of tourism development and deepening of tourism cooperation made the tourism industry formed a situation of linkage and integration. The state issued relevant policy documents to provide guidance of the national tourism development. At the same time, the

combination of tourism and the Internet and supply-side reforms have deepened regional tourism cooperation. Tourism industry strengthens industrial cooperation with finance, industry, service industry and manufacturing industry to promote the linkage between industries and promote the integration of major industries. It also promotes the cooperation between Jiangshan tourism, sports industry and other industries, and creates a good basic environment and social atmosphere for the development of tourism. In addition, during the epidemic of 2020, the Chinese people were isolated at home. After the isolation was lifted, people's desire for travel continued to rise. Compared with the human-intensive human landscape, the natural landscape have received more people's favor.

4. Analysis of Technical Environment (T)

The extensive using of science and technology in tourism has promoted the transformation and upgrading of tourism. With the application of technology and internet in the tourism industry, traditional tourism basic services such as ticket booking, hotel check-in have begun to develop towards the Internet, and various applications about tourism continue to emerge, such as Agoda, TripAdvisor and Booking. Online booking and hotel booking bring convenience to tourists. Studies have shown that marketing through the Weibo application helps personalized display of tourism products, diversification of communication and interaction of relationships between scenic spot developers and customers, and it will become an important part of the future tourism marketing strategy [3]. The progress of the Internet has also innovated the tourism marketing model and increased the construction of tourism marketing channels, which have provided a strong technical guarantee for the transformation and upgrading of the tourism industry.

3.2. SWOT Analysis of Jianglang Mountain Scenic Spot

1. Strengths Analysis (S)

(1) Unique Geographical Location and Convenient Transportation

Jianglang Mountain is located in the southwest of Zhejiang Province, at the junction of the three provinces of Zhejiang, Fujian and Jiangxi. It is adjacent to Qujiang District and Suichang County in the East, Pucheng County in Fujian Province in the south, Yushan County and Guangfeng County in Jiangxi Province in the West and Changshan County in the north.

Jiangshan has convenient transportation with highways such as Huangqu South Expressway, Provincial Rd 46, t Provincial Rd 48 and many rural roads. Jiangshan's high-speed rail station has a large volume of commuters every day, and have many high-speed rails from Hangzhou, Shanghai, Nanchang, Wuhan, Jinhua, Shaoxing, Ningbo, Xiamen and other places, which brings great convenience for tourists. At the same time, many Scenic spots direct bus connected to Jianglang Mountain Scenic Area are established at Jiangshan High-speed Railway Station which the price is cheap, service is high-quality and they are adjust the operation time appropriately according to the flow of people. All of these formed a huge advantage of convenient transportation.

(2) Unique Scenery and Rich Historical Culture

Jianglang Mountain Scenic Area is a national-level scenic spot and a national 5A-level scenic spot that has been listed as one of the World Natural Heritage "China Danxia". Its shape is like Chinese character mountain "山" which attracts many tourists. Moreover, Jianglang Mountain has a thousand years of history, and the Tang Dynasty poet Bai Juyi climbed the mountain marveled that if you can live in this mountain, you will be immersed in the scenery and freedom forever. Xu Xiake who geographer, traveler and literature of Ming Dynasty awaken recollection about Jianglang Mountain three times in his life.

(3) Unique Cultural Brand Image and Government's Full Support

Taking JIANGLANG Mountain as the prototype, Jiangshan people's government actively designs the brand image and logo with urban characteristics to strongly propagandizing Jiangshan's characteristic culture. And Jiangshan Tourism Bureau invests a lot of human and material resources every year to promotion. It has established brand image on many famous media such as CCTV, Shanghai TV, Zhejiang TV, "People's Daily", "The Shanghai Mercury", etc. The popularity of the brand image has laid a good foundation for further development of the Jiangshan tourism market.

2. Weaknesses Analysis (W)

(1) The tourist source market is concentrated and the number of passengers is small

Jianglang Mountain Scenic Spot has single source of tourists. The main passengers are from Quzhou, Hangzhou, Shanghai, Jiangsu. The reason for this phenomenon is mainly due to insufficient publicity of scenic spots, poor marketing of tourism resources and low attractiveness of the tourism market. Although the homogeneity of tourists helps to consolidate customers, facilitate customer management and create more customized tourism services, it has also created obstacles to the development of Jianglang Mountain Scenic Area, which may lead to unsustainable development of tourist attractions.

(2) Jianglang Mountain Scenic Area is far from the urban area and the transportation network is not perfect

The long distance between the Jianglang Mountain Scenic Area and other main scenic spots has caused inconvenience to tourists. The scenic spots on Jiangshan are dispersed in rural areas. It is far away from hotels most tourists choose to stay in cities, which brings inconvenience to tourists. Secondly, although the bus schedule to the Jianglang Mountain Scenic Area is tight and will be adjusted appropriately according to the size of the passenger flow, traffic jams and inconveniences still exist due to uncontrollable factors. For example, some of the roads leading to the scenic spot are narrow, and local residents stall on the street to block traffic sometimes.

(3) The marketing concept of Jianglang Mountain Scenic Area is relatively backward

Jianglang Mountain Scenic Area developers lacks market development awareness, lacks the cultivation plan of professional tourism marketing talents. Although the government has carried out a certain degree of publicity on the Jiangshan brand and the Jianglang Mountain Scenic Area, the way and channel of propaganda are too single and cannot adapt to the characteristics of diversified tourism consumption market.

(4) Single tourism product and lacking of understanding of integrated marketing

The development project of Jianglang Mountain mainly focuses on the construction of scenic spot, including infrastructure construction and environmental entertainment construction, such as the renovation of public toilets. But there is no construction on tourists' diet and accommodation. However, there are many restaurants and accommodation around Jianglang three scenic spot and there is no unified standard, which leads to the phenomenon of uneven and single service level in the market.

3. Opportunity Analysis (O)

(1) The government issues relevant policies and gives strong support to the tourism market

In recent years, the state has attached great importance to the development of the tourism industry, and has successively issued relevant policy recommendations to guide the national tourism industry development, such as the "National Tourism Administration's Opinions on Deepening the Reform of the Tour Guide System and Strengthening the Construction of Tour Guides". Zhejiang Province and the Tourism Bureau have also promoted the development of the tourism industry by issuing documents such as the "Guide to Zhejiang Province A-level Villages to Serve Management". Since the second half of the last year, Jiangshan Tourism Bureau has successively issued the "Three-year Action Plan for Comprehensive Management of Safe

Production in the Tourism Industry of Jiangshan City" and *"The 2018 Task List of Key Tasks for Tourism to Implement Tasks"* to stimulate the vitality of the Jiangshan tourism market.

(2) Eco-tourism has become one of the main trends of people's tourism

With the development of economy, the acceleration of life rhythm and the decline of urban environment quality, people are more willing to go to natural scenic spots or rural scenic spots on holidays to breathe fresh air and relieve the pressure. Relevant information shows that 65% of people are willing to go to the scenic spots of nature for holidays or weekends. The outbreak of COVID-19 also increased people's demand for natural scenic spots and ecotourism. This trend of tourism development has given Jianglang Mountain Scenic Area opportunities for development. It is actively constructing eco-tourism and creating unique eco-tourism features that will contribute to the sustainable development of scenic spots.

(3) The basic transportation construction is constantly improved

With the continuous advancement of the construction of Jiangshan high-speed rail and highways and the improvement of the urban bus system and lines, the tourist traffic level of Jiangshan has been significantly improved. The government has set up direct express buses in high-speed rail stations and bus operation centers. The construction and promotion of national roads and provincial roads have continuously improved the public transportation in the scenic area. And the time to travel to the scenic area has also continued to decrease.

4. Threat Analysis (T)

(1) Fierce competition in the tourist market around Jiangshan

In recent years, with development of the tourism market, tourists' consumption in scenic spots has become an important economic source of various tourist attractions. Quzhou where near the Jiangshan city has many mountains, and there are many scenic spots similar to Jianglang Mountain, such as Yaowang Mountain, Tianji Dragon Gate, Lanke Mountain, etc., resulting in a huge competition for customers. The differentiation of scenic spots is conducive to providing tourists with unique benefits of tourism products [4]. But the homogeneity of scenic spots will reduce the competitiveness and brand building of scenic spots. Tourist attractions need to create more personalized experience clothing and unique tourism products.

(2) Diversification of passenger needs

Unlike traditional travelers, today's travelers' demand for tourism is no longer the need for food and accommodation. Tourists pay more attention to the overall construction of the scenic spot, not limited to the scenery of the scenic spot alone. At the same time, it pays attention to the transportation convenience, information integrity, route planning rationality, service diversity, value-added service provision and after-sales service tracking in the tourism market. Developing new tourism marketing concept, paying attention to customer experience service and meeting the diversified needs of tourists will play a positive role in the development of tourism market.

(3) The popularization of technology and the development of the Internet have made the feedback of tourists on services more direct

With the diversified presentation of media marketing models, it is increasingly difficult for traditional marketing models to adapt to the needs of modern marketing[5]. Due to the development of the Internet, a variety of information collections and feedback channels have appeared in the market. The application of technologies in tourism has provided customers with a more direct and open feedback channel for their satisfaction with services. If there are related bad services and negative service experiences in the tourism market, tourism can feedback on the Internet and receive the attention of the majority of netizens. If the relevant departments do not deal with it in a timely and inappropriate manner, it will have a huge impact on the development of the scenic area.

4. Problems in the Marketing of Jianglang Mountain Scenic Area

1. The marketing concept lags behind, and there is a lack of professionals to carry out marketing activities

At present, Jianglang Mountain scenic spot mainly focuses on market development and tourism facilities construction. The lack of attention to talent training leads to the confusion of marketing and management in scenic spots. The unreasonable tourism management, inefficient personnel training, inconsistent service quality, and imperfect customer feedback system all reflect the lack of talents and backward marketing concept in the scenic spot. Therefore, it is urgent to pay attention to the building of talent team and the change of marketing concept.

2. Tourism products are too single to form unique characteristics of Jianglang Mountain

Most of the tourists to Jianglang Mountain scenic spot leave on the same day. This is because the tourism products are too single, and there is no significant tourism product to attract tourists. In addition, many features of Jiangshan have not been effectively developed. For example, the famous cuisines such as gongs cake of Twenty-eight capital, Jiangshan Dried bean curd and so on have not been effectively publicized. Jianglang Mountain scenic spot markets lacks Jiangshan characteristics, which is like a tree without green leaves. This not only affects the sustainable development of tourism market, makes the competitiveness of Jiangshan tourism market decline, but also vulnerable to the impact of surrounding tourism industry.

3. Single income model and weak competitiveness

The income of Jianglang Mountain scenic spot is still mainly from tickets. At present, there is no integration of tourism, leisure and shopping in scenic spots, and the market revenue model is single. The diversified business profit models around the scenic spot, such as property sales, business operation and development, hotels and accommodation, cultural display, need to be further developed and improved.

4. The structure of tourism industry is unreasonable and the industrial chain is not perfect

Jianglang Mountain scenic spot has some shortcomings, such as unreasonable system structure, poor integration and overall decentralized structure. Its products and services provided in the urban area are not connected. There has information asymmetry between scenic spot and travel agency. The small scale, wide distribution, uneven service quality and weak competitiveness of Jiangshan tourism agencies hinder the development of tourism economy.

In the construction of scenic spots, the development and publicity of tourism products, entertainment projects and information transmission services are relatively backward. Jiangshan tourism WeChat official account has been effectively developed in the past one or two years, but it still has little publicity and weak influence. The grade of hotel in Jiangshan is generally low, the outstanding five-star hotel and four-star hotel are far away from the scenic spot, and the traffic is inconvenient. The implementation of tourism supporting facilities is not complete, and the tourism industry chain has not been formally formed, which leads to the inconsistency between tourism industry and service.

5. Lack of standardized management and poor service quality of farmhouse

Due to the uniqueness of Jianglang Mountain scenic spot, farmhouse has developed rapidly, but there are some problems with the developed farmhouse, such as inconsistent services, lacking the unification the standard, low entrance standards, etc. Due to the wide distribution of service products and the low cultural level of merchants, it is difficult for the government to control them. Secondly, the government and related enterprises focused on the development of scenic spots and infrastructure construction, ignoring the importance of farmhouses around scenic spots for the marketing and development of scenic spots, which to some extent leads to the above phenomenon.

6. Insufficient development of marketing channels

According to the questionnaire, we found that the main channels to learn about Jianguang Mountain are friend introduction, Wechat media, and TV reports. Jianguang Mountain scenic spot has a single marketing channel, and traditional tourism agency marketing still accounts for the majority. Although Internet has broadened the marketing channels in recent years, the scenic spots are still expanding the channels in a passive environment. The development of marketing channels in scenic spots is not good, and there is a gap between channels, which cannot be effectively connected. Online and offline channels cannot be integrated, and online channels cannot be synchronized with offline channels. These problems are easy to lead to the decline of service quality.

7. Infrastructure and surrounding tourism products are not perfect

Most tourists think that there are some problems of Jianguang Mountain's tourism interest, such as the lack of infrastructure and scenic spots, the lack of leisure facilities and souvenirs with local characteristics. At present, the infrastructure of Jianguang Mountain scenic spot is constantly improving, but it has not been greatly improved. The construction of facilities around the scenic spot is insufficient, and the leisure facilities are lack. This is also the reason why most tourists do not stay.

5. The Marketing Strategy of Jianguang Mountain Scenic Spot

Jerome McCarthy summarizes different marketing activities into four kinds of marketing mix tools, named "4Ps" in traditional marketing: product, price, place or channel, promotion. Products include design, performance, brand name, packaging, specification, service, guarantee, return and other elements. Price includes price, discount, payment term, credit terms and other elements. Promotion includes sales promotion, advertising, personnel promotion, public relations, direct marketing and other elements. Location includes channel, coverage area, commodity classification, location, inventory, transportation and other elements.

5.1. Product Strategy

1. Integrate relevant tourism resources to form an integrated product system

Integrated marketing is to integrate each independent marketing mean into a system to produce synergy. These independent marketing methods include advertising, direct marketing, sales promotion, personnel marketing, packaging, events, sponsorship and customer service[4,6]. Integrated resources cannot be limited to tangible products. As a special industry, tourism products are intangible. Jianguang Mountain scenic spot should focus on unique geographical characteristics, high-quality rural scenery and profound cultural heritage to create differentiated products.

Jianguang Mountain scenic spot markets should strive to tap tourism products with historical and Jiangshan characteristics. For example, the production of twenty-eight gongs and cakes, the teaching communication with Jiangshan local language and the folk songs, etc. These activities enable tourists to experience the local cultural characteristics while traveling, and transfer intangible tourism products to tourists through tangible display.

At the same time, developers need to strengthen the effective use of tourism resources. In addition to the integrated marketing strategy of Jianguang Mountain - 28 Capital Scenic Spot established by the government, and other scenic spots can be integrated and publicized. transportation system combining point, line and area can be developed. The customized design of different tourism groups does not require tourists to visit every scenic spot, but only to obtain the best customer experience in the most expected consumption of tourist attractions.

2. In depth development of featured entity products

The main body of tourism experience is tourists, and the main goal is to obtain pleasant tourism experience [7]. And it is necessary to develop in-depth characteristic products for tangible

display to increase user experience. In addition to tourism resources, relevant enterprises and governments can sell souvenirs, commemorative badges and other products in the scenic area. This not only increases the level of tourist attractions, but also effectively restrains local merchants from selling low-quality souvenirs.

The tourism products can be designed differently to increase the diversity and convenience of the products. For example, spot can provide souvenir products such as pendants and commemorative coins at the import and export, sell hand-painted maps, scenic postcards and other products at the intersection of each climbing line, and also provide value-added services such as mailing and home delivery. Setting up a special souvenir shop in the scenic spot can create a cultural consumption atmosphere and cater to the consumption preferences of young people. The scenic spot can also provide the corresponding kiwi fruit, honey, Green Peony and other products with Jiangshan characteristics, so as to provide shopping convenience for tourists or middle-aged and elderly people for the purpose of business tourism. At the same time, for business tourists, developer can provide gift boxes of related products.

In view of the seasonal changes of the market, the tourism market should provide more abundant theme activities, and combine with government projects such as marathon to make up for the phenomenon of insufficient tourists in the off-season.

5.2. Pricing Strategy

There are many methods of tourism pricing, such as cost oriented pricing, demand oriented pricing and competition oriented pricing. In recent years, the tourism industry of Jiangshan in Jiangshan has developed rapidly, and the tourism pricing strategy implemented in Jianglang Mountain scenic spot has achieved remarkable results, such as free admission fees for local residents on working days. These price strategies not only bring a better prices for tourists and stimulate the demand of tourists, but also lay a foundation for good reputation for the scenic area.

1. Penetration pricing strategy

The Jiangshan tourism market in Jiangshan is suitable for penetration pricing strategy because of the diversity and homogeneity of competitive products of the surrounding markets. This strategy is as low as possible when entering the market and expanding the market. In the later stage of market development, the price is gradually raised according to the situation to stabilize the income. For example, the price of the scenic spot gradually rose to a reasonable range in recent years since Jianglang Mountain became a 5A level scenic spot, This price is reasonable and attractive in the national 5A level natural tourist attractions.

2. Discount pricing strategy

Discount pricing is an active pricing strategy. Tickets of Jianglang Mountain scenic spot are priced according to different seasons. In the off-season of tourism (generally from December 1 to February 28 of the next year), preferential policies are given to tourists to stimulate their consumption. At the same time, the scenic spot offers certain price concessions to members of the network channel, such as discounts and combined fare concessions offered by online platforms. According to the national regulations, scenic spots offer preferential prices to special groups of people, such as tour guides, active servicemen, disabled revolutionary servicemen, families of martyrs, disability certificates, journalists, elderly people over 70 years old (including) who are free with valid certificates

5.3. Channel Strategy

1. Start point, line and face-to-face cooperation with travel agencies

The particularity of Jianglang Mountain's geographical location brings great inconvenience to the passengers that have no transportation of their own. So, it also brings the market opportunity to cooperate with travel agencies. Now in the tourism market, the services

provided by travel agencies are no longer limited to the traditional service including food, accommodation and play. Short-term and distinctive travel services are also emerging. The scenic spot will increase the cooperative relationship of tourism agencies. Since most of the tourists in the scenic spot come and go on the same day, the travel agency can provide One-day Travel Service to promote the tourism consumption, increase the popularity of the scenic spot and drive the development of the whole tourism market.

2. Building network channels actively

At present, Jiangshan government has set up a unique flagship store in Tmall, Taobao and other online shopping platforms, and developed a special Jianglang Mountain - 28 metropolis scenic spot website. In response to the national policy, the local government have established a website for tourism and rural tourism. This is not only conducive to the development of scenic spot network channels, but also helps to broaden sales channels and effectively obtain after-sales feedback, so as to realize the diversified development of tourism markets sales channels. Through the collection of user comments, forwarding, opinions and other information in media and network channels, the marketing effect is evaluated to measure the promotion of marketing influence on tourism enterprises and scenic spots, and to promote the optimization and improvement of marketing strategies and service quality [3,8].

5.4. Promotion Strategy

As far as the development of Jianglang Mountain scenic spot in recent years is concerned, the effective implementation of the promotion strategy is the main reason for the continuous expansion of the market in recent years. According to *"the Notice on printing and distributing the program of free travel to Quzhou in 2018"* issued by the office of Quzhou Municipal People's government, move of "free global tour of Quzhou" was held every scenic spot on Quzhou. This activity is open to all scenic spots from Monday to Friday free of charge except national legal holidays and weekends. Taking active promotion strategy is helpful to spread tourism information, stimulate tourists' desire for consumption, and increase the competitive advantage of tourist attractions. In 2013, the wing flight was held to challenge Jianglang Mountain, which was live broadcast by Hunan Satellite TV. The promotion of the combination of scenic spots and sports not only attracts the attention of the media, but also helps the media to increase the influence of scenic spots.

In terms of promotion strategy, Jianglang scenic spot still needs to strengthen media promotion, hot event promotion and Industry Alliance promotion. On the one hand, Jianglang Mountain scenic spot needs to speed up the construction of publicity websites and direct sales websites, and provide electronic guides, virtual scenic spots and other services through the use of new technologies. Through these strategies, customers can enjoy scenic spots and experience high-quality services in many ways and forms. On the other hand, the scenic spot needs to cooperate with various tourism websites to promote tourism development and expand the coverage of information. Scenic spots can also promote tourism products through Youtube, ingstagram and other channels. This kind of promotion does not need to pay advertising fee, and conforms to the trend of the times and modern information technology.

6. Conclusion

With the rapid development of economy and society and the continuous improvement of residents' travel mode, Jianglang Mountain scenic spot is booming. Tourism industry has become an important pillar of Jiangshan economy, and the income of Jianglang Mountain scenic spot has also become the main source of income of Jiangshan tourism. Jianglang Mountain scenic spot has unique advantages in tourism resources, policies and market development potential, and has the preconditions to promote the economic transformation of the whole city

[9]. Under this background, it is an inevitable trend to carry out scientific and sustainable tourism marketing strategy, build tourism brand of regional characteristics and promote the healthy development of Jiangshan tourism.

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