

# Research on the Marketing Performance Assessment and Influencing Factors of 5A Tourist Attractions in China

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## Abstract

In order to have a detailed understanding of the marketing performance evaluation of China's 5A tourist attractions and the relevant factors affecting the performance evaluation, this paper selected China's 5A tourist attractions as the research object. Firstly, through the study of relevant literature at home and abroad, the marketing status of China's 5A tourist attractions was comprehensively analyzed. And further from the satisfaction of tourists, tour guide services, financial performance of scenic spots, scenic development prospects of these three aspects of the impact of the analysis, in order to constantly improve and improve China 5A tourism scenic spots marketing performance evaluation, promote the development of China 5A tourism scenic spots.

## Keywords

Tourism Scenic Spot Marketing; Marketing Performance Evaluation; Influencing Factors.

## 1. Introduction

With the development of the economy, tourism has become a huge driving force for economic development. Nowadays, China's tourism has become more and more popular and personalized, and tourists have higher and higher requirements on the quality of tourist attractions. The global competition of tourism is increasingly intensified, making tourism marketing more and more become the topic of concern of local governments and tourism enterprises. At the same time, the marketing of scenic spots has become the focus of academic attention. Marketing is an important way to attract tourists, and effective tourism marketing is a decisive factor to improve the economic profit, brand awareness and market competitiveness of tourist attractions. At present, there are still many problems in the marketing of tourist attractions in China, such as the lack of in-depth analysis of the market, the lack of overall control of marketing target planning, and the lack of effective management of marketing activity quality. On the basis of market research and full understanding of tourists' needs, tourist attractions are required to convey the image of scenic spots and product features through concise and effective marketing. Therefore, marketing activities are not simply to sell scenic products to the tourism market, but to influence tourists' cognition of scenic spots and promote tourists' motivation by transmitting tourism information.

## 2. The Function of Tourism Scenic Spot Marketing Performance Evaluation

### 2.1. Provide Basis for Tourism Scenic Spot Management Decision-Making

The problem in the process of marketing input and output is whether the investment is excessive or insufficient, and then it is clear whether the investment of marketing resources can promote the performance of tourist attractions. Evaluation from multiple perspectives such as

profitability, brand equity, customer satisfaction, etc. Can not only comprehensively and objectively reflect and evaluate the marketing projects to be completed and being promoted in tourist attractions, but also have a relative trend for the operation and development of tourist attractions in the future. Accurate forecasts are helpful for a more comprehensive understanding of the marketing efficiency of tourist attractions, and provide a basis for decision-making for managers of tourist attractions.

## **2.2. Strengthening Incentives and Constraints for Operators of Tourist Attractions**

Scientific evaluation of the marketing performance of tourist attractions will help to strengthen incentives and constraints on marketing personnel. Performance evaluation to achieve the established goals, marketing managers and other employees can be motivated by different means, such as formulating a reasonable salary management plan, to mobilize the enthusiasm of marketing managers. At the same time, it can also exert a strong restraint on the behavior of marketers. The vast majority of tourist scenic spot managers believe that marketing is the most effective means to make tourist scenic spots obtain higher returns, and attribute the quality of performance to the intensity of marketing investment in tourist scenic spots. The investment and marketing burden of the tourist attractions is too heavy.

## **2.3. Promote the Transformation of the Marketing Strategy of Tourist Attractions**

Scientific and effective evaluation of the marketing performance of tourist attractions has important reference value for the formulation of future marketing strategies of tourist attractions. By effectively combining the evaluation results of marketing performance with the long-term, mid-term and short-term goals of tourist attractions, managers can objectively examine the current marketing capabilities from the perspective of strategic development. Marketing performance evaluation of tourist attractions is the driving force for the transfer of destination marketing strategies. Only after correct evaluation of marketing performance can the current strategic direction be effectively grasped, thereby promoting the long-term development of tourist attractions.

## **2.4. Improve the Marketing Performance Management of Tourist Attractions**

Tourist attractions can effectively improve the marketing performance management plan through the evaluation of marketing performance, and promote the improvement of the operation and management level of tourist attractions. Marketing performance evaluation is a mechanism to effectively evaluate the input and output of marketing resources in tourist attractions. If you want to obtain a long-term market position of tourist attractions and achieve substantial development, you should have a scientific and effective marketing performance management mechanism. Only a perfect performance management mechanism can realize the long-term development of tourist attractions.

# **3. Evaluation of Marketing Performance of 5A Tourist Attractions in China**

## **3.1. Evaluation of Marketing Performance and Marketing Performance of Tourist Attractions**

Tourism scenic spot is a space or region where tourism and related activities are the main functions or one of the main functions. A tourist spot refers to an independent management area with functions such as visiting, vacation, recreation and fitness, and corresponding tourism service facilities and services. The management area shall have a unified management organization and a clear geographical scope [1]. From the perspective of geography, tourist attractions are small scale space tourist destinations. The difference is that the main body of

marketing in tourist attractions is the management organization, while the main body of marketing in tourist destinations is the government. Scenic spot marketing performance refers to the economic, competitive, social and brand effects achieved by the managers of tourist spots by investing funds and adopting various marketing methods. Tourism marketing performance evaluation is based on the principle of comprehensiveness and feasibility. By constructing a reasonable evaluation system, it measures and evaluates the effect of tourism marketing activities in a certain period of time, and understands the level of marketing performance achieved by tourism marketing in a certain period of time. At the same time, we find problems in the marketing of scenic spots and seek ways and strategies to optimize the marketing of scenic spots, so as to provide reasonable and effective marketing suggestions for the sustainable development of tourist attractions.

### 3.2. Research on Marketing Performance Evaluation of Tourism Scenic Spots

Tourism advertising is one of the most important marketing methods in the process of tourism destination marketing, and the cost is relatively high. Ubera evaluated the effectiveness of advertising in various states, including the total number of business visitors predicted, the total number of leisure visitors predicted, the total revenue of the lodging industry, domestic and international tourism spending, and entertainment revenue. Pratt, et al. (2010) On the basis of Ubera's research, the performance of 18 advertisements in the UK was evaluated by using indicators such as tourist expenditure and return rate of tourism investment [2]. Edward (1997) found that the effectiveness of advertising promotion has not been studied in existing studies. He believed that conversion research is a standardized technical means to measure the effect of advertising. Destination marketing organizations promote destinations by various means, including advertising and promotion activities of tourism destinations [3]. Among them, the advertising marketing of tourist destinations is the most important, and visual merchandising is conducive to attract more potential customers. Destination advertising can encourage tourists to stay longer, change their travel plans, and ultimately increase their spending. Zhao Xiping (2006), a domestic scholar, evaluated the psychological effects of tourism advertising, and proposed an evaluation method for the economic effects of advertising, a measurement formula for the advertising performance of new products and a measurement formula for the advertising performance of subsequent tourism products [4]. In domestic research, Li Junyi (2010) found that there was a big gap in the information provision function of provincial official tourism websites through the study of provincial official tourism websites. The development of network technology was relatively mature, the information interaction function was relatively poor, and the online transaction volume was relatively low [5]. Zhang Liu (2011) constructed an index system to measure the performance of online marketing of tourist attractions, including 4 first-level evaluation indexes including online transactions and information interaction, and a total of 44 secondary indexes. Questionnaires were used to obtain data and factor analysis was used for statistical analysis. Empirical results show that the coupling degree between the performance level of Internet marketing and the development level of tourism is low in most tourist destinations [6]. Ding Zhengshan (2012) used the method of questionnaire survey to evaluate the communication effect of tourism destination government marketing activities. Empirical research results show that the destination government's promotion through traditional TV marketing media has achieved remarkable results [7].

### 3.3. Status Quo of 5A Tourist Attractions in China

Nowadays, the scenic spot still is to satisfy the people for a better life need the background of tourism resources and classic space, tourism and leisure vacation travel pay equal attention to, now a pandemic era lead to global tourism tend to be depressed, the domestic tourism industry also time to make changes and adjustments, normalized, epidemic tourism recovery, since early 2020 outbreak, It has been two years, which is an incredibly long time for the tourism industry,

which has been deeply affected by the epidemic. But for domestic tourism, it is a more exciting thing. From 2020 to 2021, China's outbound tourism is generally in a stagnant state, still at the bottom of the consolidation. Thanks to China's effective epidemic prevention and control and smooth policy coordination, the mainland tourist market has shown obvious signs of recovery, becoming a bright spot for inbound tourism. Despite great difficulties, the industry has never given up confidence or waited passively. Entrepreneurship and innovation have been going on, and China has also taken positive actions to express its firm confidence in the Chinese tourism market. In the first half of 2021, the total number of domestic tourists reached 1.871 billion, up 100.8% from the same period last year. Among them, the total number of urban tourists reached 1.308 billion, up 91.5%; The number of visits made by rural residents totaled 563 million, up 126.1%. In terms of quarters, the growth rate slowed down gradually due to the impact of last year's base. In the first quarter, the total number of domestic tourists reached 1.024 billion, up 247.1% year on year. The total number of domestic tourists in the second quarter was 847 million, up 33.0% year on year. The impact of COVID-19 on tourism has turned foreign tourism into domestic tourism. In addition, the domestic tourism market will recover in 2021 and the tourism economy is expected to be relatively optimistic[8].

### 3.4. Overview of Tourism Marketing in China 5A Scenic Spots

At present, China's 5A scenic spots comprehensively use marketing strategies from four aspects: product, promotion, price and channel. In terms of product strategy, each 5A scenic spots has its most basic tourism products. The tourist attractions of each place shall formulate corresponding tourism products that can directly reflect the characteristics of the region according to its local cultural characteristics, historical deposits and ethnic characteristics. In terms of promotion strategy, tourist attractions include personnel promotion and advertising promotion. Each 5a scenic spots sends a sales team to participate in the national tourism promotion organized by the National Tourism Administration. This kind of personnel promotion can not only improve the visibility of the scenic spot, cultivate the emotional connection between the scenic spot and potential tourists, but also help collect relevant information about the target market. In centralized scenic tourist area circulation broadcast advertising video, promote the regional tourism projects, the historical culture and the production characteristics of advertising, the combination of real life let visitors can the advantages of more comprehensive detailed understanding each scenic spots, to strengthen tourists to endanger scenic spots the perception of the brand image. In terms of price strategy, price strategy is an important aspect of scenic spot marketing, which can be reflected not only as the core marketing elements of income but also as an effective means of market competition. At present, tourist attractions mainly implement two kinds of prestige pricing strategy and object price difference strategy. Some 5A scenic spots mainly implement reputation pricing strategy, profit-oriented, when the high-quality resources of scenic spots are irreplaceable, and the market is in short supply, such as Jiuzhaigou tickets as high as 280 yuan. Scenic spot selection is a prestige pricing strategy that must always pay attention to consumers' satisfaction with scenic spot products and related services and properly handle the interest balance between scenic spots and tourism dealers. Tourist attractions implement different prices for different tourists and middlemen, such as the price difference between travel agencies and online travel websites, and the price difference between individual tourists and group tourists. This object price difference strategy can effectively stabilize the source of tourists and help each 5A tourist attraction in China to obtain basic sales revenue. Channel strategy, there are two forms of direct selling and distribution. The most important part of direct selling is network marketing. The official website of scenic spots and wechat public account run at the same time to push the latest trends of scenic spots from time to time. Scenic area's official website in addition to the introduction of every 5 a-class tourist scenic spot in China, you can click on the query to scenic spots and scenic areas within the transportation information such as transportation, catering, accommodation, have multiple

languages service function, develop the online booking service projects, homepage function above scenic area took photos of the latest rereal-timean watch every 5 a-class tourist scenic spot in China wonderful video set,At the bottom of the homepage, the tourist information telephone number and scenic spot address are displayed.The layout of the wechat official account is relatively simple. The official website can be accessed through the wechat official account. The function of the smart scenic spot can enable mobile phone users who follow the wechat official account to quickly navigate to the scenic spot.The establishment of targeted travel agencies in each 5A scenic spot in China is a travel agency distribution channel targeted at the tourist source market of each province and city, which is conducive to expanding the international market of the scenic spot, providing timely tourism information for tourists of all provinces and cities and even the tourist source of the world, and doing a good job of feedback on the dynamics of the tourist source market.Distribution is mainly through cooperation with large domestic online travel websites, such as Ctrip, Qunar, elong, Tongcheng Travel, etc.And long-term cooperation with local travel agencies and CyTS International Travel Service, etc.To achieve a multi-channel marketing network[9].

#### **4. Analysis of Factors Affecting the Marketing Performance of Tourist Attractions**

Marketing subject attributes of marketing subject. In my country, tourist attractions are divided into two different categories: private and state-owned. The marketing goals of private scenic spots are economic profits, expanding sales, and obtaining a satisfactory return on investment. The marketing purpose of state-owned scenic spots is more extensive, mainly to provide a better social environment for local residents and realize the economic development of local communities. Scenic spots with different attributes have different strengths and purposes of marketing activities. The scope of marketing subjects. The marketing subject of tourist attractions is the same as the destination marketing subject, and has the characteristics of diversification. Travel agencies promote scenic spots through travel brochures; local governments promote scenic spots as the main product of tourism destination marketing; joint promotions for cooperative scenic spots. Therefore, in the process of evaluating the marketing performance of scenic spots, the diversification of marketing subjects requires each division to divide their respective contributions and accurately calculate the actual performance value of scenic spot marketing. Responsibilities of marketing entities. Many tourism resources are non-renewable, and the marketing of scenic spots should not only meet the needs of the tourist market, but also pay attention to the protection of resources and the environment.

Marketing activities quality of marketing activities.In the process of marketing products in scenic spots, marketing activities in different ways should not only cooperate with each other, but also pay attention to the quality of marketing activities. The way of marketing activities. The intangibility of scenic products determines the way of communication in the potential tourist market. Only by propaganda by relatives and friends can we achieve the marketing effect of the scenic spot. Therefore, it is necessary to improve the satisfaction of tourists and pay attention to word-of-mouth marketing; the rapid development of modern technology has provided new marketing options for scenic spots, and the application of experience marketing, network marketing, film and television marketing, etc. in tourist scenic spots has gradually been paid attention to; in order to strengthen the competitiveness in the tourism market, scenic spots must create unique brands, Continue to enrich the connotation of the brand image of the scenic area and enhance the value of the brand equity of the scenic area. Influencing factors of marketing activities. Affected by climate and other factors, there are obvious differences in the marketing of tourist attractions in the off-season, which are mainly natural resources. The product participation of the light-type tourist attractions is not high, and the revisit rate of

tourists is low. It is necessary to continuously develop new projects oriented to the needs of tourists, so as to improve the ability of the scenic spots to adapt to the market and predict the market.

Scenic Spot Management the quality of scenic tourism resources determines the quality of scenic products. Products are the core of scenic marketing, and the quality of tourism resources is the basis of scenic marketing. Tourists are the objects of the scenic spot service, and the service is the process of realizing the value of the scenic spot products. The scenic spot staff have direct contact with the tourists, and their work attitude and service quality will directly affect the tourists' satisfaction with the products. Scenic facilities are an important tool for tourists to experience products, including traffic entering the scenic spot, road signs and billboards inside the scenic spot, entertainment experience facilities, hotels and restaurants in the scenic spot, etc. Are the key to scenic marketing. Therefore, the development of tourism resources, employees, transportation, tourism infrastructure, etc. Are all important components of scenic spot marketing. Strengthening the management of these factors is the guarantee for the success of scenic spot marketing.

## **5. Discussion and Suggestion on Influencing Factors of Scenic Spot Marketing Performance Evaluation**

### **5.1. Satisfaction of Tourists**

In 1965, American scholar Richard D. Cardozo first introduced the concept of "satisfaction" into the marketing field and pointed out that customer satisfaction can drive customer behavior to improve the marketing performance of tourist attractions. On the one hand, it is necessary to continuously improve the hotel infrastructure. On the other hand, it is necessary to continuously improve the overall service experience of tourists, which is not only limited to hotels and restaurants, but also includes urban transportation, urban construction and convenient connectivity between cities and other destinations. At the same time, when tourists arrive at their destination, they want to know the city better, so we should not only provide them with rich and detailed tourism information, but also provide all-round considerate services for tourists. Especially at present, we need to segment the tourism market and provide targeted and innovative services for different travelers. Modern tourism activity is a comprehensive social, economic, cultural and ecological activities. Any link problems will lead to tourist dissatisfaction.

### **5.2. Tourist Guide Service**

Guided tour guide's service is the main content, guides the tourists occupies a very important role in tourism, tourists to the scenic area is full of curiosity, a guide to use their professional knowledge for tourists and the interpretation of simple and interesting introduction, let the tourist's aesthetic satisfaction, at the same time, edify sentiment, to relax the mind, immersed in the beautiful scenery. The service of tour guide will affect the objective evaluation of tourists. If the level of tour guide's explanation is high, it will be praised by tourists. The tour guide explains the logic is not clear, mechanically will be difficult to stimulate the interest of tourists, so that the impression of tourists to the scenic spot will slide. Excellent tour guides can combine natural scenery with cultural history, make the explanation resonate with the tourists' inner beauty perception, and let tourists enjoy the advantaged natural scenery and profound cultural heritage of the scenic spot, to improve the overall image of the scenic spot among tourists. Tour guide through explanation and personality charm display, further improve the connotation and quality of the image of tourist attractions.

### 5.3. Scenic Spot Financial Performance

Financial performance, as one of the most widely applied and most clearly targeted performance, is indispensable in any performance evaluation. The operating results reflected by the financial data directly show the marketing performance, which is simple and persuasive, and provides a basis for judging whether the marketing strategy and its implementation effect achieve the target. Scenic spots provide tourists with sightseeing, viewing, entertainment and other items, so as to collect related service fees. Its revenue sources mainly include ticket revenue, amusement facilities revenue, commodity sales revenue, catering service revenue, tour guide service revenue and other service income. At present, most scenic spots excessively rely on ticket revenue, the proportion of serious imbalance, resulting in a single revenue structure. However, in the context of a certain passenger flow, scenic spots can only increase their profits by raising ticket prices, which will increase the threshold for tourists to visit and cause the endless cycle of passenger flow decline. To find diversified profit points and balanced income structure, the scenic spot can also develop food, accommodation, handicrafts, performances, night entertainment, services, group activities and other income in addition to ticket income, so as to enrich the product chain of the scenic spot and stimulate the consumption desire of tourists. To strengthen the development of cultural tourism products, stimulate secondary consumption, the combination of culture and tourism is a major trend of tourism in recent years. Cultural precipitation and the reference of cultural innovation IP can enhance the cultural connotation of scenic spots and extend the industrial chain. The combination of culture and tourism can shape the brand of scenic spots, spread popularity and attract more tourists for secondary consumption.

### 5.4. Development Prospect of Scenic Spot

The evaluation of performance not only examines the past, but also guides the future. Simple marketing activities are not only for the tourists' decision to visit now, but also for the promotion of the popularity of the tourist destination, to attract more tourists in the future. With the development of social economy, the cultural tourism industry has become an important part of urban competitiveness. And the future of scenic spots is based on demand. From a single to comprehensive is the overall trend of scenic spots in the future. Complex products, diversified development, now the hotel scenic, scenic resort is a status quo. From single tourism to complex tourism, cultural tourism, business tourism, different types of tourism have different main demands. From scenic spots to destinations is the trend of expansion. Large scenic spots themselves have formed a tourism mode, and more scenic spots need to be transformed to the destination mode. Take Huangshan mountain for example, the whole city of Huangshan is nearly 10,000 square kilometers, in this case, the destination mode, or the mode of destination transformation is inevitable. From sightseeing to immersion is an experience trend. Tourism first pursues visual shock, consumption scenes, consumption process and consumption experience and should be able to let tourists reach the eyes, ears, nose, tongue, body and spirit of comprehensive immersion. The diversification of intelligent means is the trend of marketing. At present, tourism e-commerce has formed the mainstream, the problems are constantly overcome, and the competition is increasingly fierce.

## 6. Conclusion

With the improvement of people's economic level, living consumption is gradually excessive to enjoy consumption, and the requirements for service quality are strengthened. In addition to improving their own marketing performance, the most fundamental thing is to provide high-quality products and experience for tourists. Returning to the construction of scenic spots itself, a good image of scenic spots is the living sign to increase profits.

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