

Research on Tourism Destination Marketing Strategy Based on Economic Perspective

-- Taking Lu 'an as an Example

Yating Gan, Wanyue Yang, Ying Jiao

Xi'an International Studies University, Xi'an 710000, China

Abstract: This paper takes Lu 'an as an example, in perspective of experience economy, analyzed the present situation of tourism destination marketing in Lu 'an. Optimize the marketing strategies of tourist destinations from the tourism destination brand construction, experience value, tourism product optimization, tourism sales channels and so on, enhance the competitiveness of Lu 'an as a tourist destination.

Keywords: The experience economic; Tourist destination; Marketing strategy; Lu 'an.

1. Introduction

From the perspective of experience economy, the quality of tourism destination marketing strategy is an important factor affecting tourism destination, that is, tourism revenue. In the post epidemic period, the tourism industry regained its vitality, the tourism market became more perfect, and the experience economy came into being, which also made the competition in the tourism industry more intense. In the highly competitive market environment, based on the perspective of experience economy, integrating and optimizing the marketing strategy of tourist destinations has become the most important factor affecting the attraction of customers in tourist destinations in Lu 'an, that is, the income generated by tourism in Lu 'an.

In recent years, with the gradual development of economy and people's gradual satisfaction with material culture, they began to pursue spiritual culture. Traveling abroad is a very important part of spiritual culture. Pursuing spiritual culture Our tourists are different from the traditional sightseeing tourists. They pursue individuality and are no longer satisfied with sightseeing. They hope that there will be more tourism modes and tourism products that show individuality. Tourism destination is the main place for tourists to visit and to generate income from tourism in China, which plays an important role in the development of tourism. However, many scenic spots often go out of business in the early stage of development because of their backward management concepts, no characteristics of products, low satisfaction of tourists and poor return visit rate, so it is particularly important to optimize the destination marketing strategy.

2. Analysis of the current situation of tourism destination marketing in Lu 'an

2.1. General situation of tourism destination resources in Lu 'an city

Lu 'an is rich in tourism destination resources with excellent quality. Hao Tao culture, Chu culture and Red Army culture all have their own characteristics and constitute their own systems. Natural landscape and human landscape

complement each other.

2.2. Current Situation of Tourism Destination Marketing in Lu 'an City

2.2.1. The main target market of Lu 'an tourism marketing

About 2 hours' journey around Lu 'an is the main market of Lu 'an tourism, including Lu 'an local, Nanjing, Wuhan, Hefei, Bengbu and Huainan. With the full passage of high-speed rail, the Nanjing market, Wuhan metropolitan area with Wuhan as the leader, and northern Anhui urban agglomeration have developed rapidly in recent years, and the demand for tourism consumption has increased day by day, which has changed from the previous potential market to the main market. The area around Lu 'an within 2-4 hours' journey is the potential market for Lu 'an tourism, including Beijing-Tianjin-Hebei, Jinan, Zhengzhou, Shanghai, Suzhou, Wuxi, Hangzhou, Nanchang, Changsha, Fuyang, Xinyang, Zhenjiang, Xuzhou and Suzhou. Among them, the Yangtze River Delta metropolitan area where Shanghai, Hangzhou, Zhenjiang, Suzhou and Wuxi are located is the economic sector with the fastest economic development, the largest economic aggregate and the most development potential in China, and it is the top priority of tourism marketing in Lu 'an.

2.2.2. Main Target Groups of Tourism Marketing in Lu 'an City

Lu 'an is rich in tourism resources, with a wide variety, mainly leisure tourism and red culture tour. Therefore, it is obvious that the target group of tourism marketing in Lu 'an City is tourists who love natural beauty, mainly leisure tourism. Most of these tourists are middle-aged and elderly people and young women. Middle-aged and elderly people like flowers and plants and magnificent mountains and rivers, and look forward to enjoying different scenery; Most young women like to take photos, punch cards and send friends. The tour of red culture is dominated by some elderly people and primary and secondary school students with feelings of the Red Army. The elderly people with feelings can experience the hardships of that year by visiting the former site of the Red Army. Most of the primary and middle school students are studying and traveling, learning red, and experiencing the difficulties of the Red Army in those days, which has certain

educational significance.

2.2.3. Main Marketing Means of Tourism Marketing in Lu 'an City

(1) Exhibition marketing

Exhibition marketing is one of the common means of tourism destination marketing in Lu 'an. In recent years, Lu 'an often participates in exhibition activities to promote and market tourism destinations. Lu 'an (Shanghai) Cultural Tourism Promotion Conference in 2020, "China Excellent Tourism City Brand Promotion Summit in 2020", and the joint meeting of people's congresses in seven places in the Yangtze River Delta and the tourism promotion conference in seven places in the Yangtze River Delta in 2021 are all very successful exhibition marketing, which has achieved a comprehensive understanding for the tourist destinations in Lu 'an.

(2) Festival marketing

As a country that respects traditional culture, festivals have always occupied a very important position in the hearts of China people, and they have always been a popular gimmick in marketing. Of course, to a certain extent, it can also enhance the popularity of tourist destinations. Like the 2020 Lu 'an Tourism Commodity Creative Design Competition and the 2021 Jinzhai "First Yingshan" Blue Tourism Culture Festival and the 10th Dabie Mountain (Lu 'an) Landscape Culture Tourism Festival and the 7th Sixth in 2021. Ancha Valley (Shucheng Orchid Valley) Tea Festival and the 7th Lu 'an Tea Valley Tea Festival in 2021 were held. Holding festival activities to achieve the purpose of "creating momentum by festivals and promoting tourism by momentum" has played a great role in the marketing of tourist destinations in Lu 'an.

(3) Media marketing

In the information age, the role of the media is particularly important. Media publicity is also an important means of marketing, which plays an important role in enhancing the popularity of tourist destination brands. In recent years, Lu 'an Municipal Bureau of Culture and Tourism has stepped up its advertising efforts, promoting and marketing the tourist destinations in Lu 'an through online media and TV media. In 2020, the third Red Microfilm Festival screening ceremony was promoted, and in 2021, the brand promotion of "Red Lu 'an" city landed strongly on CCTV, and the promotional film was also broadcast at about 18:56 after anhui tv's "anhui news". As well as the "Hundred Years of Pictures, Red Lu 'an" collecting activities in 2021, all use the power of media communication to strengthen the influence of Lu 'an tourist destinations and make marketing keep up with the trend of the times.

3. Problems existing in tourism destination marketing in Lu 'an from the perspective of experience economy

3.1. Tourism product development lags behind

3.1.1. Tourism destination brands lack characteristics.

Lu 'an has many natural tourism resources and red cultural tourism resources. As a big city with rich tourism resources, under the extremely serious homogenization of tourism destination brands, the construction of tourism brands in Lu 'an has also failed to highlight its own characteristics. There are no red culture and Hao Tao culture rooted in Lu 'an to design tourism products with its own local characteristics,

which have not left a deep impression on tourists at the first time. The interactive experience with customers is poor, and the return visit rate of tourists is low, and there are no tourists and no tourism experience value.

3.1.2. The tourism product structure is single

At present, the structure of tourism products in Lu 'an is very thin, which limits the expansion of market share. Moreover, with the increase of personalized tourism products provided by the market, tourists will reject the same and experienced tourism products. When going out, tourists tend to prefer unique tourist attractions and experience different tourism experiences, so customized tourism products have become the general trend. In this context, the tourism products in Lu 'an are still very single, and they are still destination-oriented. They are not developed from the direction of tourists' needs, and they are customized for tourists. Moreover, the tourism products have remained unchanged for many years, and the tourism products that rely on natural scenery are highly replaceable and seasonal.

3.2. A tourist destination lacks a sense of experience

Experience economy is based on the customer's feelings, selling experience value and designing products according to consumers' preferences and needs. The tourist destination of Lu 'an city is not aware of it because of its backward management thinking. The demand of tourists has changed greatly, and scenic spots lack experience and have no experience value. For example, during the actual tour, the former site of the Red Revolution in Jinzhai County only followed the tour guide's explanation, which was boring and easy to get distracted. There was no combination of diet (Artemisia, Baba, etc.) and folk customs related to the spirit of the Red Army, and the whole tour route lacked creativity, resulting in a low degree of goodwill among tourists and a low return visit rate.

3.3. Tourism sales channels are narrow.

At present, there are few sales channels for tourism products in Lu 'an, which are not flexible enough in the market competition to respond to market changes in time. There is no timely and effective communication with the middlemen who sell tourism products, and a highly close sales network has not been formed. With the continuous improvement of science and technology, the tourism sales channels in Lu 'an are still old, and they have not adapted to the new development situation and developed new sales channels. For example, many tourism enterprises in Lu 'an are operating separately, and there is no sense of win-win in cooperation. Therefore, the cooperative business model has not been developed in Lu 'an, and small tourism enterprises are operating alone, and they will never be strong enough without gathering together; For example, the network marketing in Lu 'an is not perfect enough, and the influence of its network marketing is greatly reduced if the short video platform with the highest popularity does not settle in.

3.4. Tourism festivals have little influence

In recent years, the Culture and Tourism Bureau of Lu 'an City has held many tourism festivals to promote tourist destinations. Although the types of tourism festivals are rich, their influence is relatively small. For example, the tourism brand Lu 'an Tea Valley Festival in Lu 'an City is held as scheduled every year, but for non-Lu 'an people, their

knowledge of such tourism festivals is low. The activities of Lu 'an Tea Valley should be more vigorous and should be extended to the whole province and even the whole country.

4. Marketing strategy of tourist destination in Lu 'an from the perspective of experience economy.

4.1. Strengthen the brand building of tourist destinations in Lu 'an.

A distinctive and distinctive tourist image is a weapon for a tourist destination to emerge in the fierce market competition. Therefore, the brand building of a tourist destination should be full of personality and strive to show the most attractive parts to the public.

4.1.1. Optimize the existing tourism brands

In recent years, Lu 'an Municipal Government has actively built Dabie Mountain rural tourism brands with local characteristics, such as Lu 'an Tea Valley and Jiuli Landscape Gallery. To further optimize the brand image of tourist destinations in Lu 'an, it is necessary to increase the publicity of existing brands. With the help of the communication power of the media, we can station in short video platforms such as TikTok and Xiaohongshu, hold a slogan collection contest for prize-winning activities or hold an auspicious item collection activity. Through the media, Or participation activities let people know about the brand culture invisibly. Through such activities, more people can participate, which is intangible publicity for the brand, and through such publicity, the original mature tourism brand by going up one flight of stairs can be made.

4.1.2. Pay attention to characteristic cultural elements

Cultural elements should be an important element in the brand building of tourist destinations in Lu 'an. Hao Tao culture, Chu culture and Red Army culture in Lu 'an are very distinctive and self-contained. Based on culture, Lu 'an can be positioned as the hometown of leisure tourism and red tourism. Although it is an old revolutionary area, it is not as familiar as Jinggangshan and Xibaipo. As a well-known historical event, "marching into Dabie Mountain" can be written on it to create a "road to war again".

4.2. Development strategy of experience tourism products

Lu 'an is rich in tourism resources, and the development of tourism destinations must be based on meeting the needs of the target market and ensuring the quality of related tourism products. The following suggestions are put forward:

4.2.1. Optimize tourism products

At present, the tourism products in Lu 'an are mainly red tourism and leisure tourism. For example, we can put more emphasis on the red cultural elements in the original tourism products, hold a series of activities such as re-taking the Long March Road, and at the same time, combine them closely with foods such as Artemisia, hanging pots and folk customs, so that tourists can experience the Red Army culture personally. Leisure tourism products, which are everywhere in the market, need to be deeply optimized and upgraded in combination with local characteristics. For example, carefree Lanxi Scenic Area focuses on parent-child travel, so it is an excellent place for weekend vacation and study tour. However, study tour is too seasonal. Apart from study season and normal weekends, the scenic area can focus on the concept of health preservation,

because the elderly is the idlest on weekdays, and the elderly are more and more inclined to health preservation as they get older, so some Tai Chi and whipping activities can be held on non-working days, so that more elderly people can join sports and have a healthy body.

4.2.2. Develop characteristic tourism products

According to the characteristics of Lu 'an, develop characteristic tourism products, and proceed from local culture, Lu 'an can focus on developing the following tourism products:

(1) Agricultural sightseeing tour. Lu 'an city is rich in topography and crops, which lays a resource foundation for agricultural sightseeing. The following centralized development models can be adopted: (1) using tea gardens to develop sightseeing tours, such as hiking and picking tea; Farmers can be used to carry out folk tourism, eat farm dishes and do farm work.

(2) Red tourism. Red tourism is the main tourism mode in Lu 'an, and the spirit of the Red Army in Lu 'an is an extension of the spirit of the Chinese nation. For red tourism, based on the experience economy, we can enhance the sense of tourism experience, design tourism products that are "bitter first, sweet later, and have fun in suffering", and plan participatory tourism products such as exploration and crossing the border.

(3) Study tourism. As a new tourism model, Lu 'an should seize the opportunity. Research tourism emphasizes experience and pays attention to the perfect combination of "learning" and "playing", so to develop research tourism, we should first develop more research bases so that research tourism can have a "place" to rely on; The second is to develop more courses that combine "learning" and "playing" perfectly.

4.3. Enhance the experience value of tourist destinations.

Traditional marketing idealizes people, thinking that universal functions and just the right style are enough to interest customers. The difference between experiential marketing and experiential marketing is that it starts from the actual needs of consumers, and brings into the marketing scope the satisfaction of customers that has important evaluation significance to the goods after purchasing them, which coincides with the synchronization of production and consumption of tourism products.

4.3.1. Diversification of experience methods

Different people have different travel tendencies, and the diversification of experience means customizing tourism products according to the needs of different tourists. With the continuous improvement of the quality of life, many people are very conscious of health preservation. Lu 'an's natural resource destination can cater to this demand and focus on health and leisure. For example, in the West Anhui Rift Valley in Lu 'an City, a health and wellness activity competition can be held, so that more people can participate in the activity, which not only exercises tourists' bodies but also meets people's consumption needs, and is different from the traditional simple sightseeing, and is also a good marketing for the destination itself.

4.3.2. Pay attention to communication with tourists

Traditional marketing regards consumers as completely rational, which is not feasible under the experience marketing mode. It must be based on the regulation of various factors that have an impact on consumers, with the aim of making

products and customers "think with one heart". To attract tourists to visit tourist destinations in Lu 'an, we should first fully understand the thoughts and demands of tourists. First of all, we can find out the tourists' understanding of the destination and the places they are not satisfied with by issuing the questionnaire on the improvement methods of tourist destinations in Lu 'an, so as to encourage them to change what they have. Secondly, we can understand the real demands of tourists through the evaluation of travel apps such as Meituan and Ctrip, so as to improve them; You can also set up a tourist destination opinion group, which is responsible for the improvement plan of tourist destinations, and communicate with tourists by calling back or accepting tourists' suggestions.

4.3.3. Emotional marketing

The most thing that can make a person produce consumption behavior is inner resonance. Therefore, based on the experience economy, when we market the tourist destinations in Lu 'an, it is to make tourists resonate with our tourism products, and to leave memories in the consumption process is the focus of our marketing. For example, the red cultural attractions in Jinzhai County, Lu 'an City, can strengthen the propaganda of the spirit of the older generation of revolutionaries and the feelings of home and country, and no one in China can but be moved by it. Once a tourist is moved by this feeling in a tourist attraction, he will have a very deep impression on the tourist attraction.

4.4. Expand sales channels

4.4.1. Chain operation

The tourism enterprises in Lu 'an are small in scale and very passive to the changes of the market, so they can adopt the way of chain operation and provide better services for tourists with unified brand, quality and product combination. Small tourism enterprises in Lu 'an can unite, improve the credibility of tourism brands with a unified brand, and link the small tourism enterprises in Lu 'an through a series of sales networks. In this way, customers can be stabilized, costs can be reduced, and profits can be generated.

4.4.2. Internet marketing

The rapid development of the Internet has changed the traditional way of selling tourism products, directly omitting the link that tourism middlemen earn the difference. Therefore, online marketing is a low-cost marketing method. Although Lu 'an's tourist routes on Ctrip and Meituan are relatively perfect, they are too passive. You can enter short video platforms such as Tik Tok and Xiaohongshu, introduce the tourist destinations in Lu 'an through short videos, and then hang up the purchase links of relevant routes in the comment area, so as to realize the barrier-free transformation from route cognition to purchase.

4.5. Enhance the influence of tourism festival activities

4.5.1. Activity groups are oriented to nationalization.

Although there are abundant tourism festivals in Lu 'an, the target groups are too one-sided, so the final marketing results are not satisfactory. Therefore, we should target the groups of tourism festivals to the whole country, such as collecting slogans for some activities, so that people all over the country can participate, which will also let more people know about Lu 'an and its tourist destinations.

4.5.2. Make use of network platform to publicize.

Many tourist festivals in Lu 'an are held as scheduled every year, but if you don't pay special attention to them, you may not know some specific information. In a society with such a developed network, use the network a lot. The power of "Little Red Book" and "Tik Tok" can only be effective with the help of a hot network platform. Lu 'an Cultural Tourism Bureau will update the information of tourism festivals and events on Sina Weibo and the official website, but the popularity is very low and the number of views is not high. Instead, it is a popular video platform at present, but it has not settled in. We should use such a hot platform to carry out publicity and marketing, so as to achieve a better publicity effect.

5. Conclusion

Under the background of China's new normal economy, experience economy is the fourth economic model based on agricultural economy, industrial economy and service economy. The experience economy is different from the other three in that experience is a kind of marketing, which makes the experiential tourism products fundamentally unique and humanized. Lu 'an is located in the hinterland of Dabie Mountain, with rich tourism resources, but the brand awareness of tourism destination is not high, the characteristics of tourism products are not clear, the experience value is low, the tourism marketing channels are single, and the influence of tourism festivals is small. How to transform Lu 'an's own natural tourism resources and cultural tourism resources into tourism advantages and create its own tourism brand; How to enhance the competitiveness of Lu 'an's tourism destination, enhance its experience value and promote Lu 'an through the formulation and optimization of destination marketing strategies from the perspective of experience economy.

Therefore, based on the perspective of experience economy, the marketing strategy of tourist destinations in Lu 'an should be improved and optimized from the aspects of destination brand building, tourist experience, tourist products, tourist sales channels, etc., so as to create their own tourist business cards in the highly competitive tourist market as soon as possible and usher in the tourist spring belonging to Lu 'an.

References

- [1] Qin Xue. Analysis and Research on Tourist Traffic Behavior in Xi 'an [D]. Northwest University, 2010.
- [2] Pan Yong. Study on the Planning and Design of Wudang Daocha Manor in danjiangkou city from the Perspective of Experience Economy [D]. Jilin University, 2017.
- [3] Shi Xinyan. Research on VR Advertising and Its Development from the Perspective of Experience Economy [D]. Guangxi University, 2017.
- [4] Wei Wei. Research on the Planning and Design of Rural Tourism Landscape in Ya 'an City Based on the Vision of Experience Economy [D]. Sichuan Agricultural University, 2018.
- [5] Zhou Ya. Study on Tourism of Special Groups [D]. Chongqing Normal University, 2010.
- [6] Pan Yaoli. Study on the development of rural tourism with scenic spots [D]. Central South University of Forestry and Technology, 2016.
- [7] Yin Hang. Study on promoting the popularization of Marxism with red tourism [D]. Chengdu University of Technology, 2015.

- [8] Gao Huiyan. Study on the cooperation and coordination of Xiamen, Zhangzhou and Quanzhou's urbanization industry [D]. Jimei University, 2013.
- [9] Sun Naijuan. Tourism destination marketing strategy research in Heilongjiang Province [D]. Heilongjiang University, 2007.
- [10] Zhao Mengyue. Rural tourism regional brand building research in Lu 'an [D]. Guangdong Ocean University, 2016.
- [11] Dong Fei. Tourism brand marketing research in Guizhou [D]. Guizhou University, 2006.
- [12] Tong Guanghua. Study on the marketing strategy of tourist attractions in the era of experience economy [D]. Inner Mongolia University, 2014.