A STUDY ON THE SURVEY OF TOURISM MARKET SATISFACTION AND MARKETING STRATEGIES OF HAIYAN NORTH AND SOUTH LAKE TOURIST ATTRACTIONS

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This paper takes Haiyan North and South Lake Tourist Attractions wisdom tourism as the research object, analyzes its current construction status quo, and researches several aspects such as tourists' satisfaction and perceived importance. According to the survey data, research found that tourists on the Haiyan North and South Lake tourist attractions have wireless Internet access, self-service guided tours explaining services, intelligent guidance equipment (guide plate), intelligent marketing on scenic WeChat, microblog marketing,
information touch screen query facilities, and low satisfaction, which concluded that there are still a number of problems with the Haiyan North and South Lake tourist attractions infrastructure, information technology construction, marketing strategies, and so on.

Keywords: tourist attractions; marketing strategy; satisfaction analysis

Introduction

At present, there have been many studies on "smart tourism." Phillips first proposed smart tourism in 2000. Foreign countries primarily conduct relevant research on smart tourism services and the tourist experience. Molz's analysis reveals that the introduction of mobile information technology creates an intelligent development relationship between tourists and cities (Molz, 2012).

In the 14th Five-Year Plan The Ministry of Culture and Tourism clearly stated that "smart tourism" refers to a tourism model characterized by networking, digitalization, and intelligence. They also emphasized the need to continue promoting the "Internet+tourism" experience, increase the cultivation of cloud live broadcast and cloud tourism, and actively encourage the development of new interactive and intelligent models.

At present, smart tourism is in a stage of rapid development in China. In order to better promote the development of tourism, we should combine the natural scenery of scenic spots with modern information technology, seize the development opportunities of scenic spots, innovate tourism marketing strategies, and effectively promote the transformation and upgrading of China's tourism industry.

Smart tourism is a new concept based on the vigorous development of digital technology that aims to provide all-round intelligent services for tourists using the Internet of Things, cloud computing, artificial intelligence, and other information technologies (Boss et al., 2007).

When tourists have tourism ideas, they only need to input tourism demand on the tourism service platform to obtain relevant scenic resources. With the continuous development of smart tourism, it is necessary to carry out tourism marketing design according to the specific contents of different projects, master the psychological needs of tourists, provide targeted tourism suggestions for customers, and achieve a series of management, marketing, and service goals related to smart development in the tourism field.

Compared with traditional tourism, smart tourism has more advantages, pays more attention to the quality of tourism services, respects the differentiated needs of tourists, and uses Internet technology to provide customers with real-time networks. The scenic spot seamlessly integrates modern information technology with its tourist resources, accurately analyzes the evolving recreational needs of consumers, and develops a customer-satisfying tourist program.

Research objectives

This paper focuses on intelligent tourism, reviewing relevant Chinese and foreign research literature, and summarizing, sorting, and classifying the core ideas and solutions to its research problems.
A STUDY ON THE SURVEY OF TOURISM MARKET

This paper aims to accurately understand the latest advancements in research issues and technical solutions, along with professional views and opinions, in order to design an intelligent tourism development strategy that adapts to the unique circumstances of Haiyan North and South Lake Tourist Attractions, thereby identifying a starting point and fostering breakthroughs.

This paper researches the tourists of Haiyan North and South Lake Tourist Attractions, analyzes its current construction status, studies several aspects such as tourists' satisfaction and perceived importance, and interviews, understands, and summarizes the ideas of some tourists about the existing problems of the scenic spots.

Literature Review

The origins of smart tourism

Smart tourism is derived from "Smarter Planet" and its practice in China, "Smarter Cities". In 2008, International Business Machine (IBM) first put forward the concept of "smart earth," pointing out that the core of smart earth is to change the way governments, companies, and people interact with each other in a more intelligent way by using a new generation of information technology so as to improve the clarity, efficiency, flexibility, and response speed of interaction.

"Smart City" is a manifestation of "Smart Earth," encompassing the transition from concept to practice and implementation within the city. IBM believes that the 'smart city' in the 21st century can make full use of information and communication technology to sense, analyze, and integrate the key information of the urban operation core system so as to make intelligent responses to various needs, including people's livelihood, environmental protection, public safety, urban services, industrial and commercial activities, and create a better urban life for mankind (Wu, 2011).

The essence of this definition is to use advanced information technology to realize the smart management and operation of the city, thereby creating a better life for people in the city and promoting the harmonious and sustainable growth of the city. Chinese experts have their own interpretation of "smart city".

Wu Hequan, deputy director of the National Informatization Expert Advisory Committee and vice president of the Chinese Academy of Engineering, believes that a smart city is a network city, and the Internet of Things is an important symbol of a smart city (Ye, 2011).

The image of Li Deren, academician of the Chinese Academy of Sciences and the Chinese Academy of Engineering and professor of Wuhan University, is that digital city + Internet of Things=smart city (Qiao, 2006; Ding, 2010).

Singapore proposed a plan to build a "smart country" in 2015, and Taipei City proposed a development strategy to build a smart Taipei. Shanghai, Shenzhen, Nanjing, Wuhan, Chengdu, Hangzhou, Ningbo, Foshan, Kunshan, and other cities have successively launched the development strategy of "smart cities." IBM's "Smart City" concept regards the city itself as an ecosystem, and the citizens, transportation, energy, commerce, communication, and water resources in the city constitute a subsystem. These subsystems form a whole with universal connection, mutual promotion, and mutual influence.

"Smart tourism" was born in China, inspired by the concept of a smart city and its construction and development. From a city's perspective, we can view "smart tourism" as a
crucial component of the smart city's information network and industry development. We can realize some functions of "smart tourism" by leveraging or sharing the existing achievements of smart cities.

As "Smart Tourism" is a project that focuses on public management and services for the benefit of the people, incorporating "Smart Tourism" into the Smart City from an urban perspective can help identify the building entity and pool resources. However, it is worth noting that due to the differences in the characteristics and needs of tourists and city dwellers, "smart tourism" and "tourism" under the smart city system are two different concepts; tourism does not only take place in cities, and the former has a broader connotation than the latter. The former has a broader connotation than the latter.

*The development of smart tourism requires certain conditions.*

The smart earth and smart city inspire the concept of smart tourism, but the following six factors drive its development (Chen & Heng, 2009):

1. The global informatization wave has promoted the informatization process of the tourism industry;
2. The rapid development of the tourism industry needs the help of information technology. Especially since the tourism industry has been positioned by the State Council as "a strategic pillar industry of the national economy and a modern service industry that the people are more satisfied with", the integration of tourism and information industry has become a key link to guide tourism consumption and improve the quality of the tourism industry;
3. The maturity and development of Internet of Things/ubiquitous network, mobile communication/mobile Internet, cloud computing and artificial intelligence technology have provided technical support for the construction of smart tourism;
4. The informatization level of the whole society has gradually improved the application ability of tourists' information means, making intelligent changes have a broad user base;
5. The popularization of smart mobile terminals such as smart phones and tablet computers provides an application carrier for smart tourism;
6. Most importantly, with the increase of tourists and their in-depth demand for tourism experience, tourists' demand for information services is gradually increasing, especially tourism flows between open and different spaces.

The tourism process has great uncertainty and unpredictability. Real-time, on-site, anytime, and anywhere access to information is an important way to improve the quality of the tourism experience. It also shows the strong market demand for smart tourism construction. After industrialization, electrification, and information technology, intellectualization is another breakthrough in society. Smart tourism has become a profound change in the tourism industry (Huang & Li, 2011).

*An overview of the Haiyan North and South Lake Scenic Area*

Considering that the theoretical analysis of tourism in the academic world is relatively perfect, this study will be based on the theories put forward by previous researchers and the actual situation of the North and South Lake Scenic Areas in Haiyan.

The following article will first explore the development status of Haiyan North and South Lake Scenic Areas. Haiyan North and South Lake, the ancient name of Yongan Lake,
A STUDY ON THE SURVEY OF TOURISM MARKET

also known as Placebo Lake and Gao Shi Lake, is located in Jiaxing City, Zhejiang Province, on the north shore of Hangzhou Bay, Haiyan County, within the territory.

Four major resource elements, namely a lake pond, a mountain forest, a seashore, and an ancient city, make up the North South Lake, which boasts rich natural resources and a cultural landscape. Nanbei Lake is one of Zhejiang Province's first provincial scenic spots. With the vigorous development of China's tourism industry, major scenic spots generally suffer from excessive flow of people in peak season and insufficient tourist experience. The low flow of people in the off-season and the poor income of the scenic spot are two problems. In light of the aforementioned problems, it has become an urgent task for scenic spots to improve passenger flow regulation.

Research methodology

This questionnaire design consists of three components: demographic basic characteristics, a smart tourism importance evaluation table, and a satisfaction evaluation table. The scale design measures the respondents' opinions to five different degrees. In this paper, a closed survey distributed 314 questionnaires to tourists at Haiyan Nanbei Lake Tourist Attraction in mid-October 2022. To enhance the effectiveness and accuracy of the questionnaire, participants provide necessary explanations during the fill-out process. Once we collected 298 valid questionnaires, we conducted a quantitative analysis using the IPA analysis method. Liu & Fan (2011) put forward effective suggestions for the research content of this paper.

The questionnaire in this paper is primarily Liu & Fan's (2011) mature questionnaire. According to the analysis of the questionnaire data collected in this paper, the KMO value of the questionnaire is 0.948, greater than 0.8, indicating that the validity of the research data is very good. Cronbach’s α for the reliability coefficient has been used to test the value of each variable. By analyzing Cronbach's α coefficient, assuming that the value exceeds 0.8, it indicates that the reliability of the data is relatively high. There are 19 items in the importance evaluation form and 19 items in the satisfaction evaluation form.

Overall, the reliability coefficient of this questionnaire is 0.878, which is greater than 0.8. Therefore, its reliability is high. There are 19 questions in the satisfaction evaluation table. Overall, the reliability coefficient is 0.934, greater than 0.8, so it is high. The total reliability coefficient value (Cronbach's α) It is 0.906, which is greater than 0.8, indicating that the research data has high overall reliability. We analyzed the validity of the significance evaluation table.

Results

A study on the current status of the importance of satisfaction in Haiyan North and South Lake tourist attractions based on smart tourism

Firstly, the analysis of the basic information of the participants in the 298 returned questionnaires shows that in terms of gender distribution, the proportion of men and women is similar, accounting for 51.0% and 49.0%, respectively.

In terms of age groups, the largest number of samples were from 31 to 40 years old, accounting for 28.3% of the total number of samples, followed by those from 26 to 30 years old, accounting for 25.8% of the total number of samples, and the smallest number of
samples were from 60 years old or older and 51 to 60 years old, accounting for 3.5% and 1.5% of the total number of samples, respectively.

We first analyze the fundamental indicators of importance and satisfaction, which are crucial factors when tourists purchase tourism products. The descriptive analysis in Table 1 reveals a mean value of 3.40 for the satisfaction evaluation scale, indicating a concentration of most data around this value. The standard deviation is 0.68, indicating that the satisfaction level is in the middle.

Table 1 - In-Depth Indicators of Importance and Satisfaction
(made by the authors)

<table>
<thead>
<tr>
<th>Variables Name</th>
<th>Mean ± Standard Deviation</th>
<th>Standard Error</th>
<th>Mean 95% CI (LL)</th>
<th>Mean 95% CI (UL)</th>
<th>IQR</th>
<th>Kurtosis</th>
<th>Skewness</th>
<th>Mutant Lineage Number (Cv)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Importance</td>
<td>4.141±0.371</td>
<td>0.026</td>
<td>4.089</td>
<td>4.193</td>
<td>0.737</td>
<td>-1.385</td>
<td>0.274</td>
<td>8.957%</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>3.4±0.827</td>
<td>0.068</td>
<td>3.400</td>
<td>3.516</td>
<td>1.526</td>
<td>-1.193</td>
<td>-0.141</td>
<td>24.314%</td>
</tr>
</tbody>
</table>

Table 2 - IPA: importance and satisfaction evaluation
(made by the authors)

<table>
<thead>
<tr>
<th>Evaluation Amount</th>
<th>Importance</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>online booking of smart services</td>
<td>4.15</td>
<td>3.42</td>
</tr>
<tr>
<td>online payment</td>
<td>4.07</td>
<td>3.46</td>
</tr>
<tr>
<td>wireless access</td>
<td>4.16</td>
<td>3.35</td>
</tr>
<tr>
<td>passenger flow forecast</td>
<td>4.01</td>
<td>3.31</td>
</tr>
<tr>
<td>congestion index forecast</td>
<td>4.09</td>
<td>3.48</td>
</tr>
<tr>
<td>weather forecast in scenic spots</td>
<td>4.10</td>
<td>3.41</td>
</tr>
<tr>
<td>boutique route recommendation</td>
<td>4.09</td>
<td>3.42</td>
</tr>
<tr>
<td>self-service tour guide</td>
<td>4.15</td>
<td>3.36</td>
</tr>
<tr>
<td>electronic map</td>
<td>4.11</td>
<td>3.36</td>
</tr>
<tr>
<td>online consultation service</td>
<td>4.27</td>
<td>3.47</td>
</tr>
<tr>
<td>Intelligent broadcast of safety emergency</td>
<td>4.03</td>
<td>3.49</td>
</tr>
<tr>
<td>virtual scenic spot tour</td>
<td>4.30</td>
<td>3.44</td>
</tr>
<tr>
<td>self-service ticket vending machine for smart facilities</td>
<td>4.07</td>
<td>3.31</td>
</tr>
<tr>
<td>intelligent ticket system</td>
<td>4.22</td>
<td>3.41</td>
</tr>
<tr>
<td>intelligent guide equipment</td>
<td>4.21</td>
<td>3.35</td>
</tr>
<tr>
<td>information touch screen inquiry facilities</td>
<td>4.26</td>
<td>3.32</td>
</tr>
<tr>
<td>WeChat or Weibo smart marketing scenic spot</td>
<td>4.23</td>
<td>3.37</td>
</tr>
<tr>
<td>scenic portal website</td>
<td>4.08</td>
<td>3.45</td>
</tr>
<tr>
<td>client software in scenic spots</td>
<td>4.11</td>
<td>3.38</td>
</tr>
</tbody>
</table>

This paper utilizes the IPA model, also referred to as the multi-factor contribution model, to conduct further analysis. This model combines the evaluation of importance factors and the satisfaction level of factors influencing tourists' perception of the tourism image, thereby establishing a foundation for identifying which factors require strengthening and which require weakening.
A STUDY ON THE SURVEY OF TOURISM MARKET

The survey results analyze the importance and satisfaction performance of tourists on 19 variables of perception observation, revealing a total average score of 4.15 for the importance of these variables and a total average score of 3.4 for satisfaction. We use these two points as intersection points to draw the perpendicularly intersecting I-axis and P-axis, dividing the IPA model accordingly.

As shown in Tab. 2, the 1st area for the district projects’ good performance is: 1, smart services for online booking; 10, online consultation and complaint services; 12, virtual scenic tours; and 14, an intelligent ticket system. 2nd area for additional resources for the district project: 6, scenic weather forecast; 7, boutique line recommendation; 2, online payment; 5, congestion index forecast; 11, security emergency intelligent broadcast; 18, scenic portals. 3rd area for the slow improvement of the district project: 4, passenger flow forecast; 9, electronic maps; 13, intelligent facilities self-service (take) ticket machines; 19, scenic client software. 4th area for the key improvement area project: 3, wireless Internet access; 8, self-service guided tours; 15, intelligent guidance equipment (guide plate); 17, intelligent marketing scenic WeChat; microblog marketing; 16, information touch screen query facilities.

Based on the summary and analysis of the problem interviews of Haiyan North and South Lake tourist attractions under intelligent tourism

Intelligent management is not perfect enough

Haiyan North and South Lake Scenic Area is not yet able to fully rely on tourists' needs, interests, browsing characteristics, and other content to create customized travel programs so that they can provide high-quality accommodation recommendations. The specific analysis reveals that the scenic spot passenger flow forecasting facilities are not perfect, the electronic map display lacks clarity and precision, and there is a need to further develop and upgrade the scenic spot client software.

The study discovered that some intelligent project problems are more prominent among tourists of Haiyan North and South Lake Scenic Area, such as the scenic area wireless Internet signal is not fully covered, and the quality of network speed is poor; tourists want to increase the self-service guided tour service; intelligent guidance equipment (guide plate) is not clear enough, and so forth.

Baiyun Lake Scenic Area, with many resources, does not fully grasp the business opportunities behind the data, weakening the research and exploration of data, and cannot effectively use a variety of data information to create a high level of intelligent tourism new model.

The entire scenic area of the intelligent management of the effect is not good. In the use of big data, feedback analysis is missing, for the target consumer groups do not have a deep grasp of information, and there will be fierce competition in the market in the future in the future to complete the research and development of new products and precision marketing work.

There is a lack of innovation in tourism products

At this stage, the information system of Haiyan North and South Lake Scenic Area is not perfect enough; the tourism services and products are relatively single; and the recreation methods are also relatively scarce.
Based on intelligent tourism, the tourism marketing strategy should concentrate on the actual needs of tourists in the scenic area, leveraging the Internet to facilitate the transfer of information and better cater to their individual needs. The core of smart tourism and marketing is "play" and "shopping" to create a new type of tourism that satisfies tourists. However, at this stage, Haiyan North and South Lake tourism enterprises' products lack innovation.

First, there is a lack of brand awareness. Tourism enterprises often fail to establish a personalized brand image, provide unsatisfactory service quality, and struggle to meet the needs of tourists, which can lead to low customer satisfaction, complaints, and other negative outcomes.

Secondly, tourism enterprises remain stagnant and fail to introduce innovative marketing strategies to cater to the unique needs of diverse consumer groups, resulting in resource wastage.

Third, the social media section's design and content are not novel and comprehensive enough. In recent years, Haiyan North and South Lake Scenic Areas have imitated the development modes of other scenic areas, resulting in a lack of innovation in scenic area content marketing. Tourists' travel experiences have become more homogenized, resulting in a significant decline in tourist satisfaction. The size of the number of tourists' tourism information acquisitions will affect their cognition of tourism planning, so we should pay attention to the tourists' sense of tourism experience and make timely adjustments to the tourism marketing strategy to enhance the tourists' satisfaction and loyalty to the scenic area.

Poor interaction between the tourism industry and tourists

The Haiyan North and South Lake Scenic Area tourism industry, as well as the interaction between tourists, are not strong or well adapted to the needs of the current development of the tourism market. Haiyan North and South Lake scenic area in the development of tourism projects, product development, product sales, and other work did not match with the tourism marketing strategy, resulting in the inability to provide tourists with high-quality pre- and post-service, reducing the scenic area and tourists and other interactive viscosity. Intelligent tourism service platforms are relatively imperfect.

Through the analysis of data, it was found that the scenic wisdom marketing of WeChat and microblog marketing needs to be improved. The scenic area through the social network to understand the real needs of tourists is relatively poor, and there is a there is a long-term neglect of direct communication with tourists, resulting in low tourism interactivity.

Scenic areas less according to the feedback of tourists after the tour of the current tourism marketing model in a timely manner to improve the shortcomings in the development of tourism marketing strategy without full reference to the feedback of tourists, thus reducing the impact of the brand of tourism enterprises.

Discussion

The new crown epidemic caused the income level of the scenic spot to plummet in the 2020–2021 period, which had a significant impact on the tourism industry's growth. Therefore, in the face of this epidemic situation, to speed up the construction of the perfect wisdom scenic spot, we need the support of technology companies to help complete the real-name authentication and time-sharing reservation system.
A STUDY ON THE SURVEY OF TOURISM MARKET

The former focuses on the digital system through the scenic area, completes the real-name authentication of visitors to the park, and does a good job of all consumer information verification and data retrieval; the latter, with the help of time-sharing reservation technology, reduces the probability of congestion as much as possible. In addition, the scenic spot can also timely analyze millions of tourists’ data, view the distribution of the source over a period of time, and then increase the marketing efforts of some key consumer areas; study the age of consumers to determine the economic capacity and travel habits of different consumers.

With the help of the time-sharing reservation system, the scenic spot can carry out reception evaluation according to hourly units, and once the scenic spot reaches the maximum reception capacity, it will immediately prohibit other tourists from entering the park. This kind of time-sharing reservation can reach a kind of hunger marketing mode to stimulate consumption, which can not only improve the consumers' playing experience and safety but also enhance the consumers' attention and expectation of the scenic spot, increase ticket sales, and improve the income and popularity of the scenic spot.

Tourism products play a vital role in the competitiveness of tourism enterprises and improving service quality. Play and entertainment are the two core components of tourism products. Tourism enterprises need to go deep into the market for research, understand the real needs of different tourists, explore tourism hot spots and tourist interest points through information surveys, and explore tourists' consumption psychology so as to optimize and adjust.

For example, Zhangjiajie Scenic Area has actively developed diversified products in terms of tourism development and successfully occupied a large number of domestic tourism markets. Tourism products are the main factor in attracting tourists to the scenic spot, covering all aspects of tourism.

Through the analysis of Haiyan Nanbei Lake Scenic Area, we found that the scenic area has its own characteristics. We should develop products for different levels of tourists: strengthen brand awareness, combine local characteristics, and improve service quality so as to meet the diversified needs of tourists. For example, the main purpose of family consumers is to carry out parent-child communication and interaction, enhance the feelings between parents and children during play, broaden the children's vision, and shape their character. Haiyan Nanbei Lake Scenic Area can optimize and upgrade tourism projects, as well as provide more cooperative projects suitable for parents and children to play together (Li et al., 2012).

Haiyan Nanbei Lake Scenic Area can create meaningful tourist souvenirs based on visitors' preferences. Haiyan Nanbei Lake Scenic Area has the potential to sell cultural products that reflect local characteristics, thereby expanding the influence of local tourism.

As information technology advances, it is crucial to actively innovate the tourism marketing strategy. This involves leveraging the network platform to promptly disseminate information about tourist attractions, thereby establishing a distinct tourism marketing brand and fostering the growth of the tourism industry. The scenic spot can utilize the app to distribute relevant short videos and articles to tourists and potential visitors, thereby boosting its popularity and drawing in more visitors.

For example, Laojun Mountain Scenic Spot in Luanchuan County, Luoyang City, Henan Province, has put a lot of energy into short video advertising, increased the promotion of short video advertising, and attracted people by using dithering, microblogging, etc.
Live broadcast has become the most common type of communication mode, and its real-time interaction is also the biggest feature of its development. By talking about the purpose, the audience can interact and exchange ideas and emotions, leading to collective consciousness or collective emotion resonance. The popular video platform is used to carry out relevant activities and show the most authentic situation of the Haiyan North South Lake scenic spot to the audience. Tourism enterprises make full use of the true characteristics of the video to attract tourists' attention and increase their understanding of relevant tourism products in the scenic spot.

The integration of advertising, microblogging, dithering and other new media marketing methods allows for the dissemination of the same message across multiple channels. Closely connect users' stickiness during social media marketing to attract more potential customers (Yang & Yin, 2008). Create a good brand image for Haiyan Nanbei Lake Scenic Area, promote the development of tourism and related industries, and obtain better economic benefits.

At present, tourism enterprises need to develop tourists' demand-oriented scenic area marketing concepts, shape tourism brand image, and help Haiyan North and South Lake Scenic Area achieve accurate positioning, develop diversified marketing programs, enhance their brand influence, enhance the visibility of the scenic area, and enhance the overall image of the establishment. Pay attention to the latest hot information on the network, develop relevant marketing strategies in line with the characteristics of the scenic area, and realize scenic fusion and media integration. Ensure that social media marketing is always ahead of the competition to help Haiyan North and South Lake Scenic Areas continue to benefit.

From the perspective of tourists, corporate tourism marketing strategy cannot just stop at tourists in Haiyan North and South Lake Scenic Area in the process of tourism, but also should do a good job of late tracking surveys, collect and analyze visitor feedback, effectively consider from the perspective of tourists the timely discovery of tourism marketing strategy in the problem, greatly enhance the level of scenic area intelligence, and further promote the upgrade of the tourism industry's brand.

Conclusions

Intelligent tourism management for Haiyan North and South Lake scenic areas of high quality will enhance the development of important significance. Continue to increase the research and development of intelligent tourism information technology and the use of the Internet to give full play to the role of the scenic area to improve the level of intelligent management. Haiyan North and South Lake scenic areas should establish a precise marketing model, cultivate a strong tourism brand image, fully consider the needs of tourists, and provide them with personalized, high-quality services.

Compared with early tourism marketing, Internet marketing has more advantages: it can get a huge flow of tourism information, reduce the cost of corporate tourism promotion, and allow tourism enterprises to reap greater economic benefits. In order to better promote the transformation and upgrading of China's tourism industry and create a professional tourism brand, it is particularly important to increase efforts to innovate tourism marketing strategies. We should develop an innovative tourism marketing strategy, analyze the impact of Internet marketing factors, explore the macro strategy of tourism marketing, and strive to promote the tourism industry to a stable and far-reaching level.
A STUDY ON THE SURVEY OF TOURISM MARKET

Tourism enterprises should comprehensively analyze present and future market development, develop marketing programs suitable for enterprise development, strengthen the link between Internet marketing and traditional marketing, using both online and offline marketing means, to enhance the market influence of tourism enterprises, and promote the economic development of enterprises.

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