

# Research on Tourism Marketing Strategy Innovation in New Media Era

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**Abstract:** The new media environment is accepted and loved by an increasing number of audiences for its characteristics of media individuation, diversified forms and dynamic information dissemination. Tourism destination publicity and marketing are the traditional core functions of competent departments. However, with the background of the rapid development of new media, there is a problem that how to adapt to and effectively use new media channels needs to be faced at present. Relying on new media to carry out marketing strategy innovation of tourist destinations, which is of great help to do a good job in the promotion of tourist destinations, improve their reputation and influence. In terms of this, this paper starts with the elaboration of new media and tourism destination marketing, discusses the characteristics of tourism marketing under the new media environment and the main marketing forms of new media, hoping to find effective innovative development strategies for the publicity and marketing of tourism destinations.

**Keywords:** New media, Tourism, Publicity and promotion, Marketing.

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## 1. Connotation and Main Characteristics of New Media Environment

At present, scholars and practitioners in the media field generally believe that new media is a new form of communication that relies on digital information technology in the era of mobile Internet and outputs information content and related services to users through effective channels such as computer network, wireless communication network and satellite transmission, as well as user terminals such as PC terminal, mobile phone terminal and digital TV.

In the current era of new media, information channels are diversified, information angles are diversified, the way of information release has been unprecedentedly fast, the form of communication of many new media has become considerably agile, everyone can be the publisher of information, and the environment of new media has stepped from mass media into the period of personal "we-media" in the era of mobile Internet.

Relying on digital technology, the barrier is broken between new media and traditional media, and the original insurmountable boundary is eliminated between subject and audience. The new media environment in the mobile Internet era has the following outstanding characteristics: First, diversified forms and active content. In the age of traditional media, newspapers and magazines can present pictures and text, radio can transmit sound to people, and TV big screen can present people with a combination of film, sound, picture and text. Most of these contents are columns, programs and advertisements professionally produced in advance. However, mobile Internet, represented by smart phones, can communicate with small screens. Not only can it be fully integrated into the four forms of film, sound, picture and text, but also can be instantaneously produced and transmitted in content production. Second, man-machine interaction can be involved. In the process of traditional media communication, except for radio hotline and TV hotline, it is difficult for people to participate in it due to the limitation of forms. After

the rise of mobile Internet, the audience can participate in the process of advertising communication at any time. For example, Weibo, Wechat and other social media can leave messages, comment and interact anytime and anywhere, which greatly improves the participation and interaction compared with traditional media. Third, intelligent delivery is more accurate. New technologies of big data and cloud computing enable personal information to be labeled. By collecting and tracing people's living habits and behaviors, data analysis can be carried out to achieve accurate portraits of people, so that advertisements can be accurately delivered to people with potential needs. Artificial intelligence technology, to make advertising more targeted, will be the future advertising industry upgrading and development of the key direction.

## 2. The Characteristic of New Media Environment Propaganda and Tourism Destination Marketing

In recent years, with the rapid development of new media in China, the publicity and marketing of tourist destinations pay more and more attention to the application of new media. At present, the domestic tourism publicity and marketing gradually increase the investment in new media, there are following characteristic shown of new media environment propaganda and tourism destination marketing.

### 2.1. Combined use of multiple new media channels

The Internet and new media have brought a large amount of relevant data to the public. Accordingly, the tourist destination uses different new media tools, such as online live marketing, short video communication, e-commerce sales, knowledge sharing, social networks, mobile phone apps, etc. according to the needs and access channels of tourists at different stages before, during and after the trip. The destination image expression of traditional media mainly focuses on export value, while the image expression of new media era pays more attention to interactivity. Apart from the

communication between the communicator and the viewer, it is also reflected in the planning of the video content of the communicator. For example, traditional videos mainly use dishes, environment, utensils and other perspectives to express the delicacies of tourist destinations, while new media will focus on the personal experience of the subjects photographed, and embody their eating style, food amount, expression and other aspects that the viewers can feel. The interactive development of destination image construction to the extreme is the form of live broadcast, where the live-streamers broadcast their words and deeds in real time, the viewers send real-time "bullet screen" for questions or comments, and then the live-streamers respond according to the content of "bullet screen". The live streaming is usually from a first-person perspective, and the viewers feel as if they have experienced the famous mountains, rivers, customs and customs of the tourist area. The live-streamers' image experience of the tourist destination can be conveyed to tens or even hundreds of thousands of people watching the live broadcast in real time, which can show and spread the image characteristics of the tourist destination in an all-round way.

## **2.2. Take maximum advantage of we-media**

With the popularity of mobile phones and social media, the professional boundaries of "communication" are no longer clear. Shooting video, editing text and spreading information are no longer the exclusive rights of professional editing and editing staff. Anyone can become a sharer and a disseminator through mobile phone terminals and social media accounts, and can operate a social media platform to spread information. This kind of instant communication can fully mobilize the interests of the public and make more people participate in the activities of the image construction of tourist destinations. While providing massive materials for the image construction of tourist destinations, it also makes the image construction of tourist destinations more credible and mass based.

## **2.3. "Fragmentation" of communication Form**

The traditional way of destination image communication is mostly documentary image, with long time and abundant content. In the new media era, the image of tourism destination is spread through the network platform in a fragmented form, which adapts to the fast-paced life style of people in today's world and the habit preference of quick browsing, so that tourists can upload the status quo of destination anytime and anywhere in the fragmented time, and potential tourists can also use the fragmented time to pay attention to the destination trends. With the continuous update of social media platforms, the process of uploading, browsing and information replying is constantly simplified, which enables instant communication and exchange between tourists and visitors, ensuring the timeliness of destination information and sharing part of the tourist consultation tasks for official media. Due to the limitation of time, the "fragmented" construction form can only select one side of the destination image to display, assisted by the keyword screening function, avoid the interference of invalid information, provide accurate information guidance for tourists, and save the time cost of communication.

## **3. Problems in Tourism Destination Marketing Under the New Media Environment**

Good tourism experience is an important basis for enhancing tourists' goodwill. However, due to the further participation of tourism experience sharing, the current tourism experience and perception of tourists have been transformed. Some scholars call the massive information transmission on the Internet "information explosion" phenomenon. This phenomenon plays a great role in promoting destination image by supporting new media communication means. At the same time, travel-related information in the state of "information explosion" also has a certain adverse impact on the construction of destination image, bringing new challenges to the maintenance and promotion of tourist destination image.

### **3.1. Overload operation affects the safety of tourists and the environment of the scenic spots**

When a tourist destination becomes popular on the Internet, it opens the visibility of the destination image and promotes the development of local economy, but at the same time, it also brings troubles to the life of local residents. For example, the X-DeepBlue coffee shop in Anji, Zhejiang Province, became popular on the Internet, attracting tourists from all over the country to "take photos and punch in", leading to a rapid rise in the price of accommodation and food, which affected the daily life of local residents. The imitation of the surrounding scenic spots will not only make them lose their uniqueness, but also form vicious competition, which is not conducive to the healthy development of the tourism market. A large influx of people and the tour time is not fixed, will cause the scenic spot and the surrounding area in a noisy state for a long time, will affect the quality of rest of the surrounding residents. If a scenic spot does not have the conditions to carry a large number of tourists, a large number of tourists will cause damage to the infrastructure of the scenic spot. Besides, the quality of tourists is uneven and difficult to regulate, which often affects the natural landscape of scenic spots and is not conducive to the management and protection of scenic spots. In this case, it is generally difficult for tourists to get a better travel experience. If the situation of crowded scenic spots spreads online, potential tourists will have a negative impression on the image of the destination.

### **3.2. Single tourism products affect tourists' travel experience**

The biggest difference between new media and traditional media communication means lies in the application of short video form. The length of short videos set by new media platforms such as Douyin and Kuaishou is generally about 15 seconds, which can only show the activity content of one scenic spot in a tourist destination. When tourists have the intention to travel through the 15-second short video message and arrive at the destination, it is very likely that the most attractive activity content of the destination can be experienced in a very short time, while there is no other tourism experience or even no other tourism activities in the destination. On the other hand, the popularity of a tourism activity will also lead to the "follow suit" effect of other businesses, so tourists may not be able to enjoy diversified

travel experience in the destination. The fundamental reason for this phenomenon is that the upgrading speed of tourism cultural products does not keep up with the popularity of tourism destinations in time, and the image construction of destinations lacks the support of cultural heritage, resulting in the image of destinations with one face and a little monotonous.

### **3.3. The destination image gap cannot meet the consumption needs of tourists**

Due to the limited carrying capacity of new media platforms such as Weibo, Wechat and Douyin, the destination images displayed by tourists on the platforms, and the pictures, texts and videos that attract others' attention and are most likely to cause a sensation often packed and screened repeatedly on platforms. Nine pictures on Weibo and a 15-second video on Douyin have caused people's attention spans to get shorter and shorter, and only the most unique travel content can keep their eyes for a moment longer. When tourists head towards the tourist destination for actual experience, when they see the actual scenery without the filter, it is inevitable that they will feel disappointed because of the differences. For example, Yandang Mountain Scenic Spot in Wenzhou has the gorgeous scenery in summer, but the viewing effect is not such prominent in winter. The excessive beautification of tourist destinations by Internet platforms will lead to excessive psychological expectations of tourists. When the destination cannot meet the psychological expectations of tourists due to various conditions, there will be rebound resistance to tourists to the image of the destination.

## **4. Considerations on Innovative Strategies of Tourism Destination Marketing**

### **4.1. Define audience positioning, pay attention to market segmentation**

From the perspective of communication, network travel news can spread rich tourism information. Therefore, the network travel news media must follow the law of news communication. With the rapid development of multimedia today, it is quite important to ensure the pertinence of network travel news communication. In this context, in the process of online tourism news communication, analyzing and studying the audience and market has become an inevitable choice for online tourism media to improve the effectiveness of information communication. Specifically, the network tourism media must make clear its own positioning, make good use of diversified means of communication, and meet the information needs of the audience. According to the characteristics of tourist attractions, the network tourism media should make the composition of tourist attractions clear, and determine the target audience of the network tourism news by analyzing the age, hobbies, habits and family background of the tourist subjects, so that the network tourism news communication work can be targeted, and give full play to the promoting role of the network tourism news in shaping the image of tourist attractions. The purpose of network tourism news dissemination is to enable the audience to understand more tourism information. Therefore, diversified communication modes and channels are particularly important in the communication process of network travel

news. It is necessary to analyze and study the reading habits and thinking habits of the target audience, combine text, pictures, videos and other communication means acceptable to the audience, and carry out three-dimensional and comprehensive publicity on the characteristics of tourist attractions, so as to promote the improvement of the effect of online tourism news communication.

### **4.2. Based on the tourist preference, making a big data technology application**

In the era of traditional media, tourists take the initiative to search for information, while tourists basically do not communicate with tourist destinations directly. In the era of new media, the application of big data technology directly changes this situation. The tourism platform can directly get the information of tourists and suppliers of hotels, air tickets, scenic spots, etc. Through the data analysis of tourists' search, browsing, ordering and comments, the tourism destination can not only directly locate the tourist groups that need services, but also grasp the supporting effect of suppliers on the destination brand image. The application of big data technology builds a bridge of communication among tourists, destinations and suppliers.

Based on the application of big data technology, in order to improve tourists' stickiness and stimulate tourists' travel, destinations should provide targeted and practical tourism experience sharing content, and constantly improve and enhance their own image construction. For example, the release of eye-catching travel guides, travel notes and other experience sharing; Through short video, live broadcast, cartoon and other channels to show the full range of three-dimensional brand image of the destination; In the form of a list of catering, accommodation, scenic spots, open the real comments of tourists, improve the scoring mechanism and so on. At the same time, the destination should tap potential tourists to improve the conversion efficiency of potential tourists to actual tourists. Before the statutory holidays, the destination should timely release the holiday activity arrangements or preferential information to potential tourists, and pay attention to a proper grasp when pushing information to avoid the aversion of potential tourists. For the tourists who have returned, the destination should keep in touch with them, collect feedback information from tourists and make adjustments, and timely feed back the rectification results to tourists. With the convenience of direct communication with tourists, tourist destination could constantly improve and spread brand image.

### **4.3. Enhance the authenticity of tourism destination publicity based on tourists' perception**

The collection and sorting of destination information will form a primary impression about the destination in the minds of tourists before they arriving. This primary impression has "authenticity" according to the destination information, and plays a strong guiding role in the planning of tourist routes and decision-making of tourist activities. However, when tourists are exposed to the tourism projects of the destination, the authenticity of tourism experience collides with the authenticity of impression. The more consistent they are, the stronger the sense of authenticity of tourist experience will be. On the contrary, it is possible to have the real impact of tourists' impression and conflict with the real experience. Therefore, the process of tourist experience can be regarded

as the process of tourism experience and authenticity. One of the methods to improve the image construction of tourist destinations is to promote the organic integration of tourists' impression reality and experience reality. To make tourists feel the authenticity of the tourist destination is implemented in the implementation measures, which can be specifically reflected in the tourism destination to launch tourist activities in which tourists can be involved, such as the activities of the water-splashing festival of the Dai nationality. Through real participation in activities, tourists can perceive the image connotation of the destination, and transform tourists' abstract concept of the destination into real perception and understanding. It can be seen that the tourism destination should first arrange tourism activities based on tourists' perception and enrich tourists' travel experience to improve its own image construction to enhance their own image connotation purpose.

#### 4.4. Innovation of marketing promotion in the era of new media

With the expansion of the range and speed of new media communication, the innovation of marketing methods of tourist destinations is an important choice for scenic spots in the era of new media. On the basis of grasping the evolution trend of tourist destination market pattern, we should analyze the relationship network applied by new media in the marketing of scenic spots and its communication rules, uses new media to expand the visibility of scenic spots, expand the marketing channels of scenic spots, and realizes the sustainable development of tourist destinations. There are several innovative marketing methods that tourist destinations can adopt.

The first one is experiential marketing. Short videos, live videos, games and other content of new media are displayed and output in a variety of ways, which are more popular with audiences and provide a strong platform support for the urban tourism destination experience marketing. It is convenient for tourists to interact and participate in and entertain themselves, and can enhance tourists' comprehensive perception of the content of pushed tourism resources, so as to guide and stimulate their tourism behaviors and consumption decisions.

Second, precision marketing. There are various forms of new media, such as Weibo, Wechat and blog, which enable tourists to be both the publisher and the receiver of information. The traditional way of marketing is that tourists passively accept information, but the development of new media speeds up the dissemination of information in scenic spots, and also changes the way tourists choose information. Tourists actively choose information in scenic spots according to their own travel preferences. With the intervention of new media, the master of tourism destination marketing market has gradually changed from tourism enterprises to tourists, and the marketing efficiency of traditional media is greatly reduced. Through the collection, collation and analysis of social platform data, scenic spots should effectively explore potential tourists and potential tourism demands by using new media, and provide customized information push for target groups through

mobile phones and other mobile devices, so as to greatly reduce the risk of market release of scenic spot products, reduce resource waste, improve marketing efficiency and realize precision marketing.

Third, word-of-mouth marketing. In the era of new media, word-of-mouth marketing of tourist destinations can realize one-to-many and many-to-many transmission with the help of Internet platforms. At the same time, in the environment of Internet communication, many users participate anonymously, which constitutes the weak connectivity of tourist destination information transmission. Such characteristics are more conducive to information transmission, faster and more efficient. Good word-of-mouth publicity will have a positive effect on the promotion of the tourism image of the tourist destination. In the case that everyone has a microphone and is the source of communication, using new media to carry out word-of-mouth marketing of the tourist destination can more store marketing potential energy and expand the marketing radiation surface.

Fourth, integrated marketing. Integrated marketing of tourist destinations is based on tourism demand and two-way interaction of tourism information. Comprehensive information integration and media integration are implemented through various media to integrate the image, marketing, communication and brand of scenic spots, form in-depth brand of scenic spots, establish a tourism image easily recognized by consumers, and improve their understanding of the value of scenic spots. After that, the whole process will be recycled to establish long-term one-to-one marketing activities, maintain the brand loyalty of scenic spots, and improve the market share of tourist destinations.

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