



The Marketing Strategy of Dalian Red Cultural Tourism Under the Background of "Internet +"

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Abstract. With the continuous growth of our country's economy, the tourism industry has a vigorous development. Red tourism is not only an important component of our country tourism, but also an important cultural heritage and educational way. In the context of "Internet +", great changes have taken place in the way of tourism marketing, and the accompanying challenges cannot be ignored. Dalian is a city with rich red cultural resources. Starting from the characteristics of the Internet and the concept of tourism marketing, this paper will deeply explore the main challenges faced by tourism marketing today, and optimize the experiential marketing strategy of Dalian's red tourism scenic spots, in order to provide reference for the marketing strategy of the entire tourism industry.

Keywords: "Internet +" Dalian City red culture tourism marketing strategy

1 INTERNET + RED CULTURAL TOURISM

1.1 "Internet +" refers to the new business form developed by the Internet under the promotion of Innovation 2.0 (the innovation form of information age and knowledge society), and also the new economic and social development form evolved and spawned by the Internet under the promotion of knowledge society innovation 2.0. This form of development has not only brought about major changes in many industries, but also brought unprecedented challenges.^[1] As far as the tourism industry is concerned, "Internet Plus" has provided it with wider and more extensive marketing channels. For example, many tourism companies use social media platforms such as Weibo, wechat and Douyin to release information such as actual maps, travel guides and activities of tourist attractions to attract users' attention. At the same time, these enterprises often cooperate with celebrities, Internet celebrities, travel bloggers and other ways to spread word of mouth. Such diversified marketing channels not only improve the exposure of tourism products, but also enhance the interaction with consumers and user stickiness.

1.2 "Internet Plus" has promoted the smart service of tourism industry. Internet technology can provide users with a full range of information services, convenient transaction and payment methods, and better user experience. The influence of Internet technology on the development of tourism has penetrated into all aspects of the tourism industry. Serving both buyers and sellers of the tourism industry, it not only helps

consumers better understand destinations and plan trips, improves the transparency and credibility of tourism enterprises, but also provides a platform for tourism enterprises to update and share information in real time and facilitates their operation.

2 TOURISM MARKETING

2.1 Tourism marketing refers to the process in which tourism organizations design and launch quality tourism products based on marketing concepts and based on the needs of target customer groups, promote their products to potential tourists, attract more tourists and improve their satisfaction. The core of tourism marketing is to understand the needs of tourists and formulate corresponding marketing strategies in a targeted manner, so that enterprises can continuously obtain economic and social benefits.

2.2 Red tourism mainly originates from China. The actual cases of "Internet + red cultural tourism" have emerged one after another in China. For example, the Jinggangshan Scenic area has moved the 13th azalea Festival online through the form of "cloud tour", enabling visitors to break the time and space restrictions and experience the red tourism, green ecology and customs of Jinggangshan.^[2] Red Tourism APP and online booking system By establishing a red tourism APP and online booking system, tourists can easily obtain various information about red tourism destinations, book tickets and hotels. The use of Internet big data to analyze tourist behavior data, understand the interests, preferences and consumption habits of tourists, can effectively provide data support for the development of red tourism products and services. In addition, the emerging digital museum and 3D virtual exhibition hall through virtual reality (VR), augmented reality (AR) and other technologies, to achieve a comprehensive display of red culture, truly let users immersive. Through the new media platform, tourism companies can more easily interact with tourists, release the latest travel information and promotions, use user generated content (UGC) to spread word of mouth, and even provide immersive travel experiences through virtual reality (VR) and augmented reality (AR) technology. These emerging technologies and means not only enhance tourists' sense of participation and satisfaction, but also bring new growth opportunities for tourism enterprises. In addition, with the development of digital technology, the ways of tourism marketing are constantly being innovated, and new concepts such as experience marketing, integrated marketing and experiential marketing are constantly emerging.

3 THE CURRENT DRAWBACKS OF TOURISM MARKETING

3.1 Market research is a function of connecting information to marketers through consumers, customers and the public. This information is used to identify and identify marketing opportunities and problems, generate and evaluate marketing campaigns, monitor marketing performance, and improve understanding of the marketing process. Market research provides for solving these information needs, designing methods for collecting the information, managing and implementing the process for collecting the

information, analyzing the results, and finally communicating actionable conclusions and their significance. Market research can help enterprises comprehensively understand the opportunities and challenges brought by the policy, economic, technological and cultural characteristics of the industry, and use the estimated value of the survey to determine the market capacity, potential and future development trend of the industry. This questionnaire aims to understand the distribution of red resources and the development status of the red cultural tourism industry in Dalian, and sets seven questions related to it. The questionnaire is divided into two parts: one part is distributed to Dalian residents offline, and the other part is distributed and collected through wechat, Douyin and other real media. A total of 6945 valid answers are collected. According to the collected data, for several iconic red cultural tourist attractions such as Dalian Port and Lushun Military Port in Lvshunkou District of Dalian, the proportion of Dalian residents who have basic knowledge of them is the largest, accounting for 46.8% of the total, while the proportion of people who have never heard of them in the whole country is an astonishing 52.8%. The results of such a survey reflect the fact that the drawbacks of traditional marketing strategies are vividly demonstrated.

3.2 The traditional tourism marketing concept is not conducive to the development of the industry in the Internet era, and it is a backward concept. However, the current situation is that many tourism enterprises still rely on traditional marketing means, such as advertising, brochures, etc., greatly ignoring the interaction and immediacy brought by the new media technology emerging in the Internet era. As a result, the target customers of these enterprises are still focused on the elderly who have not adapted to the Internet technology, and when these enterprises face the younger generation of consumers, it is always difficult to attract and retain customers effectively. In addition, the traditional marketing concept often focuses on the development of tourism enterprises, ignores the core position of consumers in the buying and selling relationship, does not conform to the principle of being customer-centric, and fails to make full use of the advantages of Internet technology, resulting in poor marketing results.

3.3 Under the background of Internet, tourism enterprises should not only provide high-quality products and good services before and during sales, but also keep close contact with consumers in the after-sales stage, so as to timely understand the user's own feelings and user feedback in the process of product experience. Nowadays, many tourism enterprises have obvious deficiencies in after-sales service, lack of after-sales feedback system and efficient service system, and cannot deal with consumer complaints and feedback in time. The lack of good product reputation of tourism enterprises has a negative impact on the brand image of tourism enterprises, which also unknowingly makes the tourism enterprises lose a large number of potential users.^[3]

3.4 Although some tourism enterprises have complied with the development trend of the general background of the Internet, the benefits for them are always unsatisfactory. Most of these enterprises lack marketing personnel with professional knowledge and skills. In terms of new media marketing, content creation, data analysis, social media operation and other fields especially need professional personnel to operate, but many tourism companies are obviously insufficient in talent reserve in this field. Systematic training mechanism and professional marketing team are essential conditions for tourism enterprises to carry out Internet marketing, otherwise it will be difficult to

achieve ideal results. After the professional knowledge reserve is not absolutely successful, we should do a good job of scientific marketing planning and implementation of scientific marketing. Many tourism enterprises lack systematic planning and strategies in new media marketing, and their measures are often improvised and operated at will. This lack of strategic Internet marketing behavior not only wastes resources, but also is likely to lead to brand image damage and consumer trust decline.

4 COUNTERMEASURES FOR RED CULTURE TOURISM MARKETING ENTERPRISES TO COPE WITH CHALLENGES UNDER THE BACKGROUND OF INTERNET

4.1 Update the tourism marketing concept to meet the requirements of The Times. In the era of rapid development of digitalization and information technology, traditional tourism marketing methods are difficult to adapt to the high-speed changes in the Internet era. All tourism enterprises, including red culture tourism enterprises, need to take the initiative to update innovative marketing concepts that meet the requirements of The Times, recognize the advantages and disadvantages brought by Internet technology to tourism marketing methods, and shift the focus of marketing from the publicity of tourism enterprises themselves to the publicity to meet the needs of consumers. The first thing to do is to make full use of Wechat, Weibo, Tiktok and other new media social platforms, and make use of the interactive, multimedia, real-time, cross-platform and other characteristics of new media for marketing, so as to interact with consumers in real time, timely share information, travel tips and enrich user experience. Regularly publish high-quality tourism content, carry out online communication and interactive activities, enhance user stickiness and attract the attention of potential customers.^[4] On the other hand, it is necessary to pay attention to current events, combine hot topics and festival activities, and use network traffic to launch targeted marketing activities reasonably and timely, so as to enhance brand exposure and influence.

4.2 In recent years, the rise of live streaming platforms and short videos has become a trend of The Times, which has also become a marketing channel that cannot be ignored by tourism enterprises. Some tourism enterprises have seized the opportunity, the hot Shandong Zibo, Harbin circle, Henan Jiaozuo "nine-tail fox", etc., these are successful models of Internet marketing, tourism enterprises in these areas can attract tourists is not far more than other places of cultural heritage and absolutely perfect service, But seize the real needs of tourists at the same time the use of Internet technology for marketing, get a lot of traffic, so can continue to attract tourists from all over the country to compete. Similarly, today's local tourism enterprises can make consumers feel the charm of tourism products and stimulate their desire to travel through live broadcasting of tourist attractions, hotel facilities and local characteristic activities. Short video platforms, such as Douyin and Kuaishou, can quickly attract users' attention due to their short, intuitive and vivid features. Tourism enterprises can make use of this feature to produce creative short videos to show the content and features of their products, and further enhance the brand's attraction and user stickiness.

4.3 The red cultural tourism industry is different from the general tourism industry in that it has government leadership and ideological education. The rise and development of red tourism reflects the government's leading position in it. By developing red tourism and educating the masses on the importance of adhering to the leadership of the Communist Party of China and adhering to the socialist path, red tourism has strong political significance. In addition, red tourism directly serves the cause of building socialism with contemporary Chinese characteristics, and tourists can learn about revolutionary history, learn revolutionary knowledge, grasp the revolutionary spirit, and conduct patriotic education and revolutionary tradition education through tourism activities. On the one hand, these characteristics greatly affect the tourist source structure of red cultural tourism. The red culture tourism industry obviously shows that the proportion of the domestic market is large, and the overseas market is less; In terms of occupational composition, it is mainly concentrated in students, cadres, soldiers, and models of various industries. In order to expand the target audience of the red cultural tourism industry, it is necessary to make targeted marketing planning. From the perspective of the cartoon "That Year the Rabbit Those Things" released in 2015, the creation purpose of this cartoon is to show the development history of China's hundred years to children in the style of animation, so as to achieve the role of inspiration.^[5] However, as soon as the cartoon was released, it became popular with an irresistible trend, touching and attracting fans from all adults. The content of the cartoon is supported by a deep historical background with an easy to accept humorous style. Almost every frame in the cartoon has a profound meaning. After the broadcast of the cartoon, the patriotic craze has been set off once again, and the red cultural tourism industry has ushered in a vigorous vitality. The revelation of this event to the red cultural tourism industry is significant. When launching products with red cultural heritage, our company should combine the needs of users and launch products that can be accepted by as many people as possible. Combined with the business peak of the red culture tourism industry in the obvious periodicity of time, the launch of products in important anniversaries and important commemorative periods to get the greatest benefits.

5 EPILOGUE

In recent years, with the rapid development of Internet technology, red tourism has ushered in new development opportunities. The red tourism market maintains a continuous growth trend, and the number of receptionists and the market scale are also rising. The development form of "Internet + red tourism" is particularly progressive. The online platform provides more convenient promotion, booking and experience services for red tourism, while the offline scene provides tourists with a richer travel experience through advanced and intelligent Internet technology. This joint initiative can effectively promote the integration of online and offline. In addition, Red tourism is not only an important part of China's tourism, but also an important way of cultural inheritance and education. Under the background of the Internet era, tourism enterprises need to constantly learn and adapt to the changes of The Times, by updating the tourism marketing concept, improving the after-sales service system, training professional new

media tourism marketing personnel, using these means in an orderly manner to carry out sales, brand building, and improve the market competitiveness of tourist attractions.

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