Review of Marketing Strategy-Case of Landscape Tourism

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Abstract. From the perspective of historical evolution, marketing strategy theory has experienced the evolution of 4P, 4C, 4R, and 4V, and the definition of marketing strategy has been continuously enriched and improved. The article mainly analyzes the marketing models of PEST, STP and SWOT, and the content is divided into six parts. The first section summarizes the concept of strategy; the second section mainly analyzes the concept of market strategy; the third section discusses the influencing factors of market strategy; the fourth part analyzes the market model; The fifth section mainly use the method of case study to research the main marketing strategies for landscape tourism; the last section is the conclusion. It is concluded that the marketing strategy must be consistent with the company's goals, not only to be compatible with the company's external environment, but also with the company's internal resources. Meanwhile, strategy is often related to the company's overall actions in the future, and has obvious characteristics such as competitive, sustainability and stability.

1. The Overview of Strategy

1.1. Definition of Strategy

Henry Mintzberg from McGill University defined strategy as a pattern in a stream of decisions to contrast with a view of strategy as planning \cite{1}, while Henrik von Scheel defines the essence of strategy as the activities to deliver a unique mix of value – choosing to perform activities differently or to perform different activities than rivals. While Max McKeown (2012) argues that "strategy is about shaping the future" and is the human attempt to get to desirable ends with available means\cite{2}. Dr. Vladimir Kvint defines strategy as "a system of finding, formulating, and developing a doctrine that will ensure long-term success if followed faithfully \cite{3}. Complexity theorists define strategy as the unfolding of the internal and external aspects of the organization that results in actions in a socio-economic context.

1.2. The Research Method of Strategy

The research methods of strategy are qualitative analysis (including SWOT analysis strategy, PEST analysis model, questionnaire survey, semi-structured interview, comparative analysis) and
quantitative analysis (including fuzzy comprehensive evaluation, analytic hierarchy process, game model, Porter's five-force competitiveness model) and so on. And the quantitative method as well as the qualitative method is used in the field of strategic alliances. The focus of Chinese literature research is on the marketing and alliance of focal point.

2. Definition of "Marketing Strategy"

Based on the Perspective of Theoretical Evolution. From the perspective of historical evolution, the marketing strategy theory has experienced the evolution of 4P, 4C, 4R, 4V, and the definition of marketing strategy has been continuously enriched and improved [4]. Nell Bor (1953), a professor at Harvard University, first proposed that marketing strategies have a natural combination. It is essentially a collection of solutions to achieve corporate goals. There is no absolute, fixed, and optimal marketing strategy in marketing practice. As a marketing expert in the United States, Macarthy (1960) pioneered the 4P theory of marketing strategy, which defined the core elements of marketing strategy as Product, Price, Place, and Promotion. On this basis, RF Lauterborn (1993) put forward the 4C theory, which insists on the consumer demand-oriented, and sets the four basic elements of the marketing mix as the customer, cost, and Convenience and Communication. Significantly different from the 4P theory, the 4C theory emphasizes that the essential concept of marketing strategy should be “please pay attention to consumers” rather than the traditional “consumers please pay attention”.

It can be said that the 4C marketing theory is more in line with the current market economy and has been successfully used by many companies. No matter whether it is 4P or 4C theory, it is not a single marketing as a specific action or event, but a series of aggregations, focusing on products, channels, consumers and other aspects, in order to do marketing. 4C is customer, cost, convenience, communication. The theory shifts from product orientation to consumer demand, not only from the quality and function of products, but also from consumers' purchasing motives and life value chain.

Further, Sehuhz (1996) proposed the 4R theory of customer association (Relativity), market reaction (Reaction), relationship (relationship) and benefit contribution (Retribution), which further enriched the core elements of marketing strategy. On this basis, Chinese scholar Wu Jinming (2001) proposed the 4V marketing strategy of differentiation, Versatility, Value and resonance.

Meanwhile, other scholars have proposed various definitions such as model theory, matching theory, cognitive theory and superiority theory [5]. Specifically, Jain & Haley (2009) defines “strategy” as the core objective of the business and the organizational model adopted to achieve the core objectives. Kotler & Lane (2009) emphasizes the “matching” between organizational form and market opportunity from a process perspective. In the A-Z model, Kotler (2003) defines marketing strategy as “a process of delivering corporate values to established customer groups, helping to build customer awareness and make products sell well”. Ries & Trouts (1989) pointed out that the implementation of the strategy is not directed at a single goal, but rather a series of associated strategies and is highly relevant to the company's core competitive advantage.

3. The Influencing Factors of the Marketing Strategy: Based on the Macro and Micro Level Interpretation

In short, the influencing factors of marketing strategies are divided into two levels: macro environmental factors and micro environmental factors. Macro environmental factors usually refer
to environmental factors, such as politics, economy, law, population, nature, science and technology, and social culture. These factors are often uncontrollable variables, and marketing organizations are inevitably affected and restricted by them. As far as the current situation is concerned, new resources, new technologies, new products, and new models continue to emerge around the world, technological advancement is accelerated, and product cycles are shortened.

Large international companies will compete under the same market conditions, and macro environmental factors will be more affected. It is complicated.

Micro-environmental factors refer to various factors and conditions that exist around the enterprise and closely influence its marketing activities, including suppliers, competitors, the public, and the enterprise itself. In fact, in the current Internet era, marketing organizations will face pressures from more powerful customers, more complex ways of communication and interaction, and higher market transparency. Marketing strategies need to further focus on and lock in customer needs, corporate resources, and external competition. Complex network relationship between various elements such as the network platform.

4. Marketing Models: PEST, STP, SWOT

PEST is mainly used for the analysis of market environment, STP is mainly used for the selection and positioning of market segments, SWOT is mainly used for the formulation of marketing strategies, and 4C is mainly used for the formulation of marketing plans. From macro market environment analysis to specific marketing plan development, like a funnel, gradually shrinking the scope and gradually forming executable actions.

4.1. PEST Model

PEST is a model of macro-environmental analysis in which companies are located. The PEST is Political, Economic, Social and Technological. These are the external environment of the enterprise and generally not subject to the enterprise. These factors are also dubbed “pest”. PEST analysis is an analysis of an enterprise's external environment.

Generally speaking, companies can develop and grow through the development of suitable strategies, good opportunities and scientific management processes. The development of corporate strategy such as development strategy is inseparable from the macro environment, and the PEST analysis method can better grasp the current situation and changing trends of the macro environment from various aspects, and utilize the opportunities for survival and development of enterprises, which may pose threats to the environment and can be found early to avoid. However, in the external environment, there are not only the macro environment, but also the industrial environment, the competitive environment and the market demand. Therefore, it is not enough to rely on PEST model.

4.2. STP Model

STP is Segmenting, Targeting, and Positioning, which means market segmentation, target market, and market positioning. The core of marketing is choosing value—using marketing STP theory tools to design customer-driven marketing strategies. We can understand three steps of the STP theory as follows:
a. Understand and understand the needs of consumers,

b. Select the target of marketing,

c. Determine the value combination of the product.

The STP theory is the first market segmentation concept proposed by American marketing scientist Wendell Smith in 1956. Since then, the first person of marketing, Philip Kotler, has further developed and perfected the theory by Wendell Smith, and finally formed a mature STP theory. STP theory is the core and essence of modern marketing.

4.3. The Understanding of the SWOT Model: Based on the Perspective of Model Expansion

From the perspective of theoretical origin, the SWOT analysis method is systematic and integrated. It is a structured analysis method that combines the internal conditions analysis of the resource school and the industrial external environment analysis of the competence school. It will be closely related to the research object. The various main internal advantages (S), disadvantages (W) and external opportunities (O) and threats (T) are enumerated through surveys and arranged in a matrix form, and various factors are matched and analyzed to obtain a series of decision-making conclusions.

Further, by introducing the leverage effect, inhibition, vulnerability, and problematic CLPV analysis matrix, it is possible to observe the internal processes, disadvantages, external opportunities, and threats of the four major factors in the SWOT analysis framework, that is, to have “leverage” (L, Leverage)'s dominant position, affecting the "inhibition" (C, Control) market situation of the company's superior ability, reducing the "vulnerability" (V, Vulnerability) competition situation and external threats The internal disadvantages work together to create a “P Problem” (P, Problem) competitive situation, which leads to a clear understanding of the marketing organization's market environment and strategic situation.

The SWOT-CLPV model has strong explanatory power and guiding value, and has been widely used in practical marketing practice.

5. Main Marketing Strategies

Good strategy must be concise and precise – all can memorize and internalize, and has 3 elements: objectives, scopes and competitive advantage, besides, all element statement concerns with “trade off”. Thus, a firm must sacrifice others given constraints of resources, times, opportunities, and expertise. Moreover, it is necessary and essential for us to summarize good strategy of landscape tourism.

Many articles focus on the core creative power of the brand, cultural tourism, tourism routes and other fields with unique perspectives. According to the literature review, the preliminary research focus on the strategic management of tourism foal point will pay close attention on the strategic alliance of tourism landscape, brand building, human resource management, special tourist attractions such as forests and religions. Taking environmental strategy, development strategy, functional strategy and extension strategy as the main areas of analysis.
5.1. Environmental Strategy

Environmental strategy is also called external environmental analysis. Strategic analysis needs to understand what changes are taking place in the environment (including macro and micro environment), and these changes will bring more opportunities or more threats to enterprises \[9\].

Facing with the problems of single product, aging, and decreased attraction in landscape, the scholars used STP theory to renew the main position, function, market, image and product. Through environmental management practices, the researchers proposed to save energy and took environmentally friendly green products as the primary task, establish a scientific scenic spot management system. While, through the relevant theories of competitive strategy and SWOT analysis, the series of internal operation activities specially designed for external markets, such as strategic trade-off, marketing, organizational structure improvement and human resource construction.

5.2. Development Strategy

In a certain period of time, the development strategy is a major choice, planning and strategy for the direction, development of speed and quality, development point and capability of the enterprise. To improve the development for a company, corporate strategy can help companies guide the long-term direction, clarify goals, identify points, and determine the capabilities that enterprises need. The real purpose is to solve the development problems of enterprises, and achieve a rapid, healthy and sustainable development. The core of corporate strategy is to gain competitive advantage and defeat competitors which have three basic strategies cost leadership strategy, differentiation strategy, and centralized strategy \[10\].

According to the scenic resources, competition pattern and target market, some researchers uses SWOT and PEST analysis matrix to analyze the characteristics of tourism and the psychological needs of tourism consumers, and propose to differentiate the competition under the condition of product homogenization, thus establishing the core competencies of tourism project. Thus, the scale expansion by tourist attractions through multi-point operation and industrial chain extension will promote the diversified sustainable development of tourism and ecological environmental protection.

5.3. Functional Strategy

The functional strategy, known as the functional support strategy, is a plan for all aspects of functional activities within the enterprise in accordance with the overall strategy or business strategy. Functional strategies can be generally divided into production operation strategy, resource security function strategy, and strategic support function strategy \[11, 12\].

The scholars used STP analysis method to analyze the market selection, product positioning of the scenic spot and conduct marketing. Marketing includes social media, travel brochure, Internet plus scenic spot, smart tourism and others, which make scenic spots from the single production change into an industrial Internet. While, establishing effective marketing channels, a huge sales network, festivals, other marketing activities and outdoor advertising, and integrating marketing development strategy, (such as entertainment experience marketing, education experience marketing, and aesthetic experience marketing), it will make destinations remain competitive.
6. Conclusion
The article makes a review of some conceptualizations, such as definition of strategy, marketing strategy, some models which are SWOT, PEST and STP, etc. Secondly, it analyzes the factors which influence on marketing strategy. The last but not the least, we make a case study of marketing strategies about landscape tourism. It is concluded that the marketing strategy must be consistent with the company's goals, not only to be compatible with the company's external environment, but also with the company's internal resources. Meanwhile, strategy is often related to the company's overall actions in the future, and has obvious characteristics such as competitive, future, sustainability and stability.

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