Exploration and Analysis of Tourism Marketing Management Innovation Based on Big Data

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Abstract. In the era of big data, China's tourism industry has entered a new stage of popularization and industrialization. Tourism mode has changed from "scenic spot tourism" to "whole city tourism". The new generation of information technology promotes the transformation of traditional tourism to intelligent tourism, such as big data, Internet of Things, artificial intelligence, block chain, etc. Tourism is a very important service industry, which has different "service characteristics" from traditional manufacturing industry. This determines the particularity of tourism market management. Firstly, this paper analyses the necessity of innovation in tourism marketing management. Then, this paper analyses the existing problems of Intelligent Tourism Management at the present stage. Finally, some suggestions are put forward based on the analysis of big data.

Keywords: Innovation, Tourism Marketing Management, Big Data, Service Marketing

1. Introduction

According to the ministry of culture and tourism, in 2018, the total number of tourist receptions in 26 national tourist resorts was 96,6754 million, creating total revenue of 62.686 billion Yuan. The total number of tourist reception in 456 provincial tourist resorts is 1.084 billion, creating a total income of 487.89 billion Yuan. A total of 550.584 billion Yuan of tourism revenue has been realized in the national tourist resorts. Tourism has made positive contributions to local economic and social development.

Traditional tourism mostly focuses on Minority Tourism and scenic tourism, which belongs to the supply-oriented tourism development model[1-3]. However, with China's economy turning to high-quality development, residents' demand for a better quality of life is getting higher and higher. Tourism has become the main choice for residents to improve their quality of life. More and more people hope to enjoy personalized all-time and regional tourism services, such as public tourism App, through accurate data analysis and direct data prediction of demand pain points. Through APP, visitors can customize their own personalized travel strategy at home[4-5]. Through App's real-time sharing module, visitors can share their travel experience with friends and relatives in real time. At the same time, through App's "Complaints and Suggestions" zone, tourists can complain about "compulsory consumption" of tourism and share it in real
time, which has played a very good regulatory role for the entire tourism industry.

2. Necessity of innovation in tourism marketing management

2.1. Demand for individualized segmentation of tourism market
With the integration and development of tourism industry and other industries, new tourism products are emerging. The six elements of traditional tourism include "eating, living, traveling, traveling, purchasing and entertainment". Tourism has gradually developed from traditional mode to comprehensive industry with more elements such as "information, culture and environment". Modern tourism should meet the needs of a variety of service industries, such as leisure, health, knowledge, exploration and so on. The diversification and specialization of new products make tourism marketing pay more attention to market segmentation, such as smart tourism, Festival tourism, hot spring health care, e-commerce tourism, time-sharing vacation tourism, consulting service tourism, characteristic village tourism, etc. Modern tourism market should meet the individual needs of tourists, such as health tourism market, self-driving tourism market, long-distance tourism and so on. Therefore, we must innovate tourism marketing management, so that we can ensure the personalized segmentation of the tourism market.

2.2. The diversified demand of tourism forms
With the diversification of tourism forms, tourism consumption has gradually become leisure, interactive and virtualized. Tourism is more open and diversified, especially the diversification of communication subjects. In order to better meet the needs of modern tourism market, we must fully embody the characteristics of teaching and pleasure in tourism. By exploring the ideological and cultural nature of tourism, we can show the innovation of the times in tourism marketing. In the era of multimedia, tourism marketing needs multi-angle, multi-faceted and multi-means marketing innovation with the help of various new media, such as mobile phones, blogs, Wechat, search, wireless, network, micro-film and so on. Therefore, the diversification of tourism forms urges the innovation of tourism marketing management.

3. Problems in tourism marketing management

3.1. The unreasonable combination of tourism marketing communication tools
In recent years, with the increase of tourism marketing efforts in various regions, tourism enterprises have increased their investment in tourism marketing funds year by year. Various tourism marketing communication tools are used comprehensively in all regions. Table 1 shows the composition of tourism marketing budget in a certain region. As can be seen from Table 1, tourism marketing budget is mainly used for advertising promotion.

| Project                                      | 2014   | 2015   | 2016   |
|----------------------------------------------|--------|--------|--------|
| Advertisement                                | 34.0%  | 45.0%  | 74.3%  |
| Personnel sales                              | 44.4%  | 39.2%  | 16.0%  |
| public relations                             | 13.0%  | 9.6%   | 4.7%   |
| Production of tourism publicity books        | 7.2%   | 4.3%   | 4.0%   |
| Destination marketing website                | 1.4%   | 1.9%   | 1.0%   |

3.2. Media ways of advertising
In 2016, the traditional media's advertising media portfolio has been greatly improved compared with previous years. There are more contacts between tourism marketing communication and audience. From
the media form, the comprehensive use of traditional media has become the main way of tourism marketing, such as newspapers, radio, television, magazines and outdoor media. Under the new media environment, tourists' behavior has undergone tremendous changes. Tourism marketing communication must keep up with the pace of new media. A total of 1000 questionnaires were issued, and 961 questionnaires were valid, with an effective rate of 96.1%. The specific analysis is as follows. As shown in Figure 1, foreign tourists generally believe that the Internet and television are the most favorable channels to publicize tourism, accounting for 43.2% and 37.5% respectively. However, in some areas, advertising on new media is zero, which is obviously not conducive to tourism marketing communication.

![Media ways of advertising](image)

**Figure 1.** Media ways of advertising.

4. Innovative measures of tourism management

4.1. Application of tourism marketing service technology

The propaganda of tourist attractions is an important work of tourism management, especially in the context of information age. By doing well the propaganda work of tourist attractions, we can provide more tourists with the introduction of tourist attractions. In addition, through modern advertising media, tourist attractions can effectively expand the visibility of tourist attractions, which win more audience groups. Through satellite remote sensing, scenic spots can take live photos and establish geographic information system, which can better complete the work of virtual tourism.

4.2. Establishing and perfecting tourism marketing system

Tourism marketing communication is a complex project, and tourism marketing activities need to establish a perfect tourism marketing system. We can set up a tourism marketing system in the following ways. Firstly, tourism cities establish tourism marketing research teams, which are composed of tourism marketing experts, celebrities and professionals who have worked in the front line for many years. Tourism marketing research team can analyze the market and formulate marketing strategies, which will continue to expand the domestic market of customer resources. Secondly, we should improve the evaluation system of tourism marketing. All marketing and communication activities are carried out around tourists. Therefore, we need to pay attention to the construction of tourist information feedback and marketing database. Through in-depth study of the changes in tourists' needs, tourist attractions can scientifically classify and sort out tourists' needs, which can provide a reliable basis for marketing communication decision-making. Thirdly, we should strengthen the management of integrated information and communication channels. Information content must be true and accurate. Communication should be targeted and purposeful, and marketing should be attractive and appealing.
4.3. Adopt multiple and effective marketing methods
With the continuous development of information network and other technologies, the tourism market is becoming increasingly complex. With the diversification of tourism forms, tourism marketing modes need to be flexible and diversified accordingly. The rapid growth of new media has provided favorable conditions for the innovation of tourism marketing methods. We should increase diversified and effective marketing methods through the following ways. First, we should increase new media marketing means, which realizes the organic combination of voice, text, image and video. The mass information contained in the new media is beyond the reach of the traditional media, which has led to many new marketing methods. Tourist attractions can publicize the image of tourist destinations in various ways, such as website community, search engine, implanted advertisements, mobile tweets, micro-movies and so on.

5. Conclusion
Under the background of information age, tourism management innovation needs more efforts. As a new development direction of China's tourism industry, it is necessary to develop and improve intelligent tourism. At present, the overall development level of China's intelligent tourism is low. In the process of development, there are still many imperfections, which need to be further improved. We should believe that under our unremitting struggle, wisdom tourism will get better development.

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