

## **Marketing Research of Sichuan Tourism Destination-Use Lingyan Mountain as an Example**

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**ABSTRACT:** *The tourism destination marketing is a new concept on the tourism marketing and a brand new way carried out at regional level. In this way, on behalf of all the tourism enterprises, the tourism destinations will engage in the intense competitions as the main marketing participant on an image of a tourism destination. By analyzing the tactics of destination image marketing and service promotion in Turpan, this paper discusses the significance and profound and lasting influence of the destination marketing on the tourism destination.*

**KEY WORDS:** *tourism destination; tourism marketing; Lingyanshan*

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### **I. INTRODUCTION**

**The Concept and Meaning of Tourism Destination Marketing :** Along with the sustained and rapid development of tourism industry and the economic globalization process accelerate, tourism globalization competition. In the situation of global competition, the competition of tourism performance for the first competition between tourism destinations. One of the important ways of destination marketing as an important destination management tool has become a large number of tourist destinations to gain competitive advantage, the related problems also come very naturally become the focus of academic attention. Research on the issues related to the marketing of the destination overseas began in twentieth Century 70 years, derived from attention to destination image problem, but the research on the real "destination marketing" as the theme of the emergence of a large number of began in twentieth Century 90's.. By the abroad study on the effect of domestic research, to a certain extent also follow a similar developmental trajectory, extended from the initial study of destination image to other research perspective.

**The concept of tourism destination marketing :** To study the tourism destination marketing must first define the concept of tourism destination has a profound understanding of. Domestic scholars on the tourism destination from different aspects representation, more representative is: Tourism and so [1] think a certain geographical space tourism resources with special facilities for tourism, tourism infrastructure and combined with other conditions related to organic, has become a tourist destination residence and activities, that is, tourism destination. Wei Xiaon thinks that can make the tourists have the travel motivation, various elements of space and the pursuit of sum of tourism motivation to achieve is the tourism destination [2]. At the same time, foreign scholars put forward clearly the concept of tourist destination only the UK Dr Dimitrios Buhalis, he believes that the tourism destination is a defined geographic area, this area is a tourist understood as an entity [3] with the one and only do the policy and legal framework of tourism marketing and planning.

As the understanding of the tourism destination is different, in the academic circles also have different point of the research on the tourism destination marketing concept. Wu Bihu think, tourism destination marketing from the market perspective, in addition to the first second marketing, marketing and marketing opportunities, should also include the establishment of objective correlation system products and these markets, and maintain and increase the market share of the [4] destination. Zhao Xiping cut in from the content point of view, think that the tourism destination marketing is to improve the tourism destination value and image, so that potential tourists are fully aware of the advantages of the out of the ordinary in the area; the development of attractive tourism products, promotion of the whole area of the products and services, consumer behavior to stimulate visitors, improve its in the area the consumption share of [5]. Shu Boyang think, tourism destination marketing as a destination for comprehensive attract visitors attention of engineering, the basic idea is to span from product marketing to the integrated image marketing, marketing operation mechanism and improve the [6] from the individual marketing dispersed to integrated marketing communication. To sum up, the tourism destination marketing can be summarized to provide related information of tourism destination to tourists, tourism destination image and create outstanding scenic attraction; through marketing to potential group and the target groups to attract their attention, induce the tourism destination of yearning, and then produce the tourism consumption.

### **The research content of tourism destination marketing**

#### **[1] Influence factors**

The influencing factors of tourism destination marketing: tourism destination natural condition; the infrastructure conditions of tourism destination; tourism destination of the social and cultural conditions (including local policies, laws and regulations); the tourism destination marketing environment etc.. Tourism destination marketing success depends on two factors, one is the tourism destination marketing mix, it refers to the combination of 4 elements of tourism destination marketing, mainly 4 aspects including tourism resources, tourism facilities, tourism traffic and the service population; two is the destination marketing environment.

#### **[2] Market positioning**

Tourism destination positioning is the first step to the destination image is established, it should be based not only on the destination's own characteristics, but also to take into account the target market. Through the implementation of localization strategy, the destination can increase its market share, and affects the performance of the destination tourism by "customized" and "marketing", the appropriate location is an important source of competitive advantage for the destination. Meaning includes positioning method, positioning of the current research on tourism destination. Positioning methods include market investigation, analogy positioning, positioning, positioning, reverse positioning differences of psychological symbiosis position etc..

#### **[3] Destination brand**

On the tourism industry, the destination is the largest brand builder, set up the brand is considered to be an effective marketing tool, but what we mean by the tourism destination brand, not simply refer to the name, but under the condition of market economy, historical culture, human landscape, folk customs, religious culture, art culture and other elements the destination is widely acknowledged as the most typical appellation. The current tourism market competition more and more performance for

the competition of the brand, the public brand is the core competition of the tourism.

**[4] Promotion and dissemination of destination image**

In recent years the destination image promotion and communication research in China is concerned, the destination process, the research focused on the promotion and dissemination of destination image as the route of transmission, the destination image communication strategy etc.. Tourism destination image promotion is the destination through the identification and dissemination of the image, to communicate with the tourism target market reality and potential customers, promote the understanding, trust and purchase, in an activity process to expand the tourism destination product sales purposes, its core is the destination image dissemination of information to the audience process, this process of audience analysis and target is determined as the beginning, and the main process is the application of marketing tool. Propagation and promotion of tourist destination image through a variety of ways, for example, the traditional advertising, publicity, public relations, promotion strategy, word of mouth communication, exhibition and network etc..

[5] In image communication strategy, some scholars from the image of the dissemination of spatial diffusion process proposed two kinds of space strategy destination image spread: spread outward space strategy and field propagation space strategy; some scholars to promote the new century Xi'an tourism image as an example, put forward 3 kinds of promotion strategies of destination image, i.e. the design of tourism image logo image, increase the propaganda, planning tourism festival activities. In addition, the promotion of destination image should pay attention to the following 4 questions: first, the image of theme to individuality, corresponds to the trend; second, image promotion to persevere, willing to invest; third, image to a highly integrated, echo each other; fourth, image promotion campaign to borrow machine.

**[6] significance of Tourism destination marketing**

Tourism destination marketing concept consistent with the complexity of activity awareness features, tourism marketing, tourism marketing concept is progress, help the whole purpose of access to a huge, long-term and comprehensive success.

The tourist destination is a special environment for selected interested, he perceived environment is the result of knowledge map. The tourist cognition map will destination as a whole environment perception and memory, so there region as a whole the destination marketing.

**[7] The complexity of tourism marketing activities**

Tourists in tourism destination tourist products including accommodation, travel, shopping and entertainment, involving the 6 aspects of the tourism enterprises are likely to expand tourism marketing. Tourism enterprises in the tourism destination image alone bright meeting bring the following issues: 1. Individual combat, the lack of cooperative combat advantage; it is only seek immediate interests, not to consider the long-term development; the pursuit of individual interests can not guarantee the interests of the whole. The key of tourism destination marketing is the use of heavy weapons (the high visibility of tourism products and excellent tourism enterprises) to persuade people to the destination tourism; tourists arrived, recommend other light weapons (not high profile of tourism products and tourism enterprises), to stimulate the tourists' consumption motivation, prolong the retention time, improve the amount of consumption, maximize the interests of the whole region.

**Lingyan mountain tourism destination image strategy**

Brief introduction of Lingyan mountain tourism destination

Dujiangyan Lingyan mountain scenic area is located in Dujiangyan city northwest, it and Yulei mountain adjacent Lingyan hill, from go north to ten is the famous the Zipingpu dam, the Minjiang River water downstream rollingrushing into Dujiangyan water conservancy engineering from the Lingyanmountain side. There is the famous tourist attractions in temple, Dujiangyanwater conservancy project and Gu Yan scenic spot in Lingyan mountain hillangle. Due to the unique geographical location of Lingyan hill, plus it'sbeautiful mountains, the mountain is covered with tall trees, making theLingyan hill is particularly quiet, cool.Lingyan hill angle mountain cable car can have direct access to the peak,there are ancient temples "Lingyan temple on the top of the hill. At the top of the hill you can overlook Dujiangyan water conservancy project, also overlooking the scenery almost is lying in the green mountain in the arms of the city of Dujiangyan. As a result of Lingyanmountain is Dujiangyan cityopen natural scenic spot, here the mountain is beautiful, air is fresh, the temple has the aura, plus the Lingyan hill city very close, therefore, to come to play, to burn incense to the pilgrims in a continuous line.

Lingyan mountain characteristics the following resources: its a good ecological environment, the mountain is a piece of Zhen Nan, pine forests, the acres of Buddhism and Taoism; second, one built in the Qing Dynasty, theBuddhist temple and Taoist temple is well preserved, the ancient ginkgo tree,Bauhinia trees to the monastery, temple garden, recently by the Singapore a regiment is regarded as "the yellow old guru" stop, also came to the Hajj every year. 2)Lingyan mountain tourism destination image strategy (1) Investigation of Lingyan mountain tourist destination tourismimage

By using the analytic hierarchy process investigation of Lingyan mountaintourist destination tourism image. The analytic hierarchy process (AHP) is a combination of qualitative and quantitative American operations researchscientist Saaty T put forward by L in twentieth Century in the 70 decision analysis methods. Using this method, the complex problem is divided into several levels and a number of factors, a simple comparison and calculationamong various factors, obtained the weight of different degree of importanceof the scheme, and provide the basis for the choice of the best scheme of [7].The Lingyan mountain tourist destination tourism image as the object layer,the subordinate tourism, cultural tourism and folklore tourism 3 sub target layer, the target layer selecting specific indicators to measure. The spirit of science, the typical representative, accessibility and comprehensiveprinciples, 9 indexes were selected to evaluate the tourism resources ofLingyanmountain (Table 1).

Tabell Evaluation index system of a mountain tourism resources

The target layer	Comprehensive evaluation	The index layer
Lingyan mountain tourism target market A	Tourism valueB <sub>1</sub>	The ornamental value of C <sub>1</sub>
		Play value C <sub>2</sub>
	Cultural tourism resourcesB <sub>2</sub>	The cultural value of C <sub>3</sub>
		The scientific value of C <sub>4</sub>
		The historical value of C <sub>5</sub>
	Folk custom tourism resource B3	Human C <sub>6</sub>
		The original C <sub>7</sub>

		Location and convenience of the C <sub>8</sub>
		Cherish or unusual degree of C <sub>9</sub>

From the above the Sichuan Lingyan mountain tourist destination tourism image evaluation index system AHP final results: Lingyan mountain area of Sichuan is in tourism, Buddhist culture tourism as the key tourist areas, should focus on the China first a Buddhism goodness Guanyin mountain, a unique natural ecological environment of tourism destination, tourism image, to focus on the "leisure health" based, in-depth excavation Chinese Buddha culture connotation, increased tourism and cultural tourism efforts, establish and publicize attract tourists Lingyan mountain tourism destination image.

(2) The establishment and promotion of tourism attraction of Lingyan mountain tourism destination image

According to the Sichuan Lingyan mountain scenic resources and people long for Sichuan Lingyan mountain perception, the image can be positioned as a "Cultural Tourism Leisure health", there are several reasons:

**Cultural tourism**

Lingyan mountain because there are more than 1000 statues of a Buddhism goddess Guanyin statue known as "the first mountain Chinese a Buddhism goddess Guanyin". "Cultural tourism" can be very good to travel to Dujiangyan tourism vigorously to create image and Lingyan mountain tourism together, forming the leading role. Lingyan hill and Dujiangyan has a strong cultural base, Dujiangyan tourism culture based on 2260 years of water culture, 1800 years of Taoist culture and the culture of health preservation, and 5000 years of farming culture core. Dujiangyan Qingchengshan water culture and Taoist culture achievement in Chengdu as the center of the Shu culture and Shu culture, make experience one thousand years, become a subcultural center China culture.

Lingyan mountain can be their own culture of Buddhism and Taoism culture together, into the tourism image orientation of Qingchengshan and Dujiangyan, and the distance is very near, take the Sichuan Province is the longest (2300 meters) sightseeing ropeway leisurely, also can have a bird's eye view of Dujiangyan city and Dujiangyan water conservancy engineering panoramic. This and Dujiangyan can form image superposition effect is very good.

**Leisure health :** According to the "Dujiangyan city overall planning of tourism development in Sichuan Province" train of thought, can be One divides into two. Yulei mountain, Matsushige Road, Yu Lei Guan Tang Dynasty ruins such as Dujiang Weir Road Link within the ancient Yulei Mountain Park, the main body and the Lingyan mountain into "public goods and leisure area", so the Lingyan mountain's image and product positioning in the leisure vacation. Because of its good ecological environment, cultural atmosphere, keep be neither friendly nor aloof relationship with modern urban civilization, only 10 minutes, down the mountain on the experience of modern civilization, the mountain can feel the original game. Leisure health positioning of Lingyan mountain can share of Dujiangyan tourists in the market, at the same time more in Chengdu City and the surrounding city leisure tourists as the target market. This will expand the Lingyan Hill customer group, make the Lingyan mountain in combination with Buddhist culture can also absorb the leisure and health of customers.

3) Lingyan mountain tourism destination marketing strategy

Lingyan mountain scenic spot mountain towering, towering trees, summer, pleasant climate, mainly has the Lingyan Temple scenic area, scenic arts a Buddhism godness Guanyin old attitudes, forest tourism cableway, the Buddha of the coexistence of religious and cultural background, the public catering accommodation, historical relics and legend; creating both the history of precipitation and today, is the natural scenery and the historical and cultural fusion and crystallization, the traffic is very convenient. But the Lingyan hill development has been greatly limited.

**Dujiangyan water conservancy engineering image masking** : The famous Dujiangyan water conservancy engineering distance Lingyan hill are separated by only way, but Dujiangyan started in 1982 as an important part of Sichuan Qingchengshan Dujiangyan scenic area, is included in the State Council approved the first batch of national scenic spots. 2000 was identified UNESCO World Heritage Committee for world cultural heritage. And in 2007 by the National Tourism Administration approval for the state AAAAA class tourist attractions. As the one and only world class scenic spot, which is higher than that of Lingyan mountain in resource level, quality, which resulted in Lingyan hill, although the natural scenery and the humanities landscape is very good, but it appeared about 4000000 people walk in front of each year, but that is not how many people willing to Lingyan hill to the situation.

**But not the only condition is superior** : The Chinese Lingyan mountain Sichuan Province not only this one, although the number of Chinese ran Lingyan hill than cloud Baishan 22 seat multi but also has three. Which Jiangsu province Lingyan mountain is the development and operation of the best, which is located in the "show the vast crown Jiangnan" Yeongam foothills. Has now become the East China area of the famous tourist attractions, but also because near Shanghai, convenient transportation makes Jiangsu Lingyan mountain is three seat Lingyan mountain development of best. This makes the Sichuan Dujiangyan Lingyan hill not only affected the region of the image of Dujiangyan but also influenced by the far region of the same name attractions.

**Lingyan mountain tourism destination marketing strategy** : (1) Get rid of effect of covering Dujiangyan, strengthen the difference image According to the "image deflation" theory analysis, geographic areas in Lingyan hill inside, shielding from the government in the planning and image development situation of its resources in Dujiangyan and Qingchengshan and other scenic areas, if the image positioning, Lingyan mountain is hard to play its resource features forming competitiveness, through resource characteristics of Lingyan mountain analysis can be re positioning of Lingyan mountain tourism destination image, namely "Cultural Tourism Leisure health", to strengthen the image of the difference between Dujiangyan and Qingchengshan and other scenic areas, so they eventually image emerged in Dujiangyan tourism.

**The network marketing** : Henan Yuntai Mountain reference method, network marketing and held a number of large-scale activities conducive to highlight their own image, from but his image can get very good development. For example, large Micro message photography contest, or large climbing competition, also stressed that his special a Buddhism godness Guanyin culture. This can be in the major media coverage to strengthen focus on Lingyan hill identification.

**The product portfolio :** To sort out the existing Sichuan Lingyan mountain tourism resources, the combination of tourism products. Can be formed as follows: the Buddhaculture tour product structure: the use of Sichuan Lingyan mountain "a Buddhismgodness Guanyin Chinese first mountain" title, can open the Buddhaculture trip. As a refinement of different forms of a BuddhismgodnessGuanyincombined with Chinese culture give the meaning. Make full use of legends and stories of some of the China a Buddhismgodness Guanyin a Buddhismgodness Guanyin ancient spread so far to enrich of LingyanMountainBuddhist culture. Nature tourism: a combination of Buddhist culture to makevisitors feel the mountain all kinds of exotic flowers and rare herbs and natural scenery in visits to the in. At the same time through the propaganda of thecable car, because China Lingyanmountain has the longest cable car andcan enjoy the panorama of Dujiangyan in the process of the cable car ride down the mountain in. Leisure: the use of government policy support, improve infrastructure and the development of a variety of leisure products, so thatvisitors can enjoy the life in the pure nature of the beautiful, but also can play the leisure vacation, so that visitors can open a leisure trip.The above products structure according to the needs of different market segments to form different product combination, constitute a differentiated product system, promote Sichuan Lingyan mountain tourism competitiveness.

4) The existing problems and thinking of the current tourism destination Lingyan mountain area of product promotion strategy.

(1)The existence of Lingyan tourism destination in mountain area of product marketing strategy problem

Because of the tourism market, resource development and the oldmanagement mode and other factors, at present, Lingyan mountain areathere are still some problems in the tourism destination product promotion strategy:

The misunderstanding between the Lingyan hill and Dujiangyan cooperation and competition awareness

Tourism marketing occurs at all levels of the destination of the government level, from the National Tourism Bureau to the Provincial Tourism Bureau untilthe cities and counties of the local government or the competent department of tourism, to carry out a large number of destination marketing activitiesevery year. The secondary objective to belong to the same destination marketing regions are mutually considered other secondary destination for the competition, the neglect of the cooperation and complementarity in the marketing advantage. Compared with the mutual competition between the same types of tourism destination, the tourism of different types occur in the same region, mainly produce complementary effect. In addition, due to the different tourist travel spatial scale, different levels of tourism will generatecompetitive situation. Now the Lingyan hill and Dujiangyan is so, resulting inLingyan hill, great investment but the effect is very low, the government needs to give more consideration to the complementarity and the dislocation competition between each other. Rather than simply believe that only the competition between the two.

**Misunderstanding of Lingyan mountain marketing money :** One is to put the target deviation. The local government in Lingyan Hillmarketing, invest a lot of money for the promotion, believe that the more inputin the promotion, the better propaganda destination. A taste of the promotionwill only make travel faster doom. Promotion is essentially a series of encouraging the purchase of means, mostly short-term behavior, to stimulate the consumer in advance or buy in large quantities of a product or service.For the Lingyan mountain destination marketing, sales promotion means thatattract large numbers of tourists in the short term, the formation of the peak tourist. A short time a large number of tourist flows into a great impact to thedestination, the destination of the reception facilities and tourist capacitychallenges, reduces the tourist satisfaction to the destination, but also to thelocal residents daily

life caused a great impact. This is undoubtedly a "goose", bring on Lingyan mountain economic benefits far cannot compensate for the negative effects resulting. The second is that the more investment, marketing effect is better, the destination of the brand can do more. This typical "good one" concept will bring the blindness and comparisons, extremely easy to cause the marketing resource overuse and waste, and the final marketing effect was not just as one wishes. According to the marginal benefits of marketing principle, when a particular market tourists increased to a certain scale, to increase investment and will not cause the synchronous growth of visitors, but should seek new market segments more targeted marketing activities, improve the marginal efficiency of capital investment.

**The number of errors in tourist oriented marketing :** Sichuan Dujiangyan has been the amount of tourists and its growth rate as the main evaluation index of tourism performance, so that the tourism industry of Dujiangyan only pay attention to the increase in the number of tourists, show "features of the construction of high input, low efficiency, low operation service quality"; the visitors of peak volume exceeded the carrying capacity of the environment, and even bring about many negative impacts to the local society, environment. Lingyan mountain is, because the number of tourism impact by the Dujiangyan has not been a lot, which leads to the local government investment on Lingyan mountain enthusiasm greatly reduced, not willing to invest in the development, thus preventing Lingyan hill. In destination marketing, advertising is often considered to be the best means of marketing, and spend a lot of money in advertising. Advertising and promotions if effective cooperation can bring to get instant results sales results, thus become a lot of destination marketing personnel always enjoy its trick. The result of advertising spending to rise every year, but the product of falling prices, profit reduces and the lack of investment in that product quality to decline further, finally caught in a vicious cycle of price competition.

At the same time, tourism destination marketing too dependent on tourist travel agency. Don't think of tourists travel agency cooperation, destination marketing is difficult to succeed. However, in the network popular today, travel is no longer the only destination marketing and product sales agency. Tourist travel through direct sales and online booking can still succeed. So the Lingyan hill, doing publicity when need more consideration now network media marketing.

**Thinking on Lingyan mountain tourism destination marketing :** Lingyan mountain area should follow the following 4 ideas in tourism destination marketing: Lingyan mountain area should know itself has the attraction of the one and only, namely the subdivision of tourist destination image; the Lingyan mountain area should develop its potential destination attraction, and the original destination should feel more attractive; it needs to develop close to tourists and to attract the interest of the communication system of the Lingyan mountain area; the Lingyan mountain area should judge the effectiveness of its work in the tourism marketing, and can continuously adjust itself to adapt to changes in the external environment and tourist interest. In summary: at present, Sichuan Lingyan Hill must use its resources characteristics and advantages, do a good job of image positioning, image formation and regional differences of other tourist attractions, tourism "as soon as possible from the other regional tourism scenic image deflation" get out, and do a good marketing plan and promotion, to build power and area other tourist attractions especially in Dujiangyan and Qingchengshan formed the superposition effect, take the market as the guidance, deep, high grade, many cultural development of Lingyan mountain tourism resources, the establishment of Lingyan mountain tourism new image and characteristics of tourism development and the development of better quality.



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