

Tourism Destination Marketing Model Innovation Based on Tourism Big Data

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Abstract: In the modern context, in order to promote the development of rural areas and realize the policy of getting rid of poverty and getting rich, under the guidance of government forces, all rural areas have begun to carry out tourism industrialization construction. This construction can theoretically make full use of rural areas. Characteristic resources, avoiding waste of resources, and effectively achieving regional income generation, and compatible with other industries for common development. In fact, to achieve regional income generation, it is necessary to understand the needs of market users through tourism big data technology. Based on the establishment of the corresponding marketing model, but this performance in the modern tourism industrialization construction is relatively small, so in order to avoid the blindness of model construction, this paper will analyze this.

1. Introduction

Tourism industrialization construction is a kind of rural resources and other industries' market-oriented construction methods. Under the conditions of market-oriented construction, market users' needs must be taken seriously, because if the market construction does not match the user's needs, it means that users will not be in demand. The choice of the market led to a decline in market economic returns. To get the market users' needs correctly, it is a very difficult task under the previous technical conditions, but with the development of modern big data technology, this obstacle can be eliminated, so in order to make the rural tourism industrialization construction run well, there are It is necessary to pay attention to the application of tourism big data technology and build a tourism destination marketing model based on the application results.

2. Tourism Big Data Technology Application

Big data technology has high versatility, and it has good application performance in many fields, so it can be used in the establishment of tourism destination marketing model in tourism industrialization. The specific construction is divided into three steps. See below for details.

2.1 Networked demand acquisition channel construction

In the initial construction, rural government units can first set up multiple demand acquisition channels through network technology, such as PC-side information collection channels (microblogging platform, official website platform, etc.), mobile app platform (WeChat and other software platforms). In the application of the channel platform, users can actually feedback their own needs, and the relevant department management personnel collect and initially screen to obtain a big data integration entity[1] for market users.

2.2 Introduction of big data integration

After obtaining the big data integration, the manager needs to import it into the big data technology terminal, and the terminal will automatically analyze all the data in the integration body, obtain the characteristic performance of each data, and classify the data according to the difference between the features. On the basis of classification, managers can understand the mainstream and secondary needs of current market users, and can further filter the data to eliminate some unrealistic needs[2].

2.3 Big data user demand mining

From a practical point of view, user demand is not fixed, and it will change dynamically with social trends, environmental changes, etc. At this time, in terms of industrialization development of tourism destinations, in order to improve the service level of the industry, it is necessary to analyze the development of user needs, and big data technology has the function of deep mining of learning objectives, which can help the industry understand the future development of user needs. In terms of application, the data of the big data technology classification is first used as the mining target, and the mining direction is manually set. Secondly, under the condition of big data terminal, the mode of the conference task queue sequentially mines the data development performance, and according to the result, the manual can intuitively determine which Some directions are conducive to the economic benefits of industrialization of tourism destinations.

In summary, under the application of big data technology, the industrialization of tourism destinations has obtained strong data support, which can deeply and comprehensively understand the needs of market users. At this time, in the construction, the data results can ensure the correct construction direction. And has depth.

3. Establishment of Tourism Destination Marketing Model

Under the above-mentioned application of tourism big data technology, the industrialization of tourism destinations should establish a tourism destination marketing model around the results. The following steps will be carried out to analyze the various steps and specific contents of the model.

3.1 Marketing Model Framework

The industrialization of tourism destinations is to use the rural characteristic resources to form the tourism industry, and then increase the number of local market users through the attraction of the tourism industry. At this time, under the special service conditions of other local industries, the regional income-generating construction strategy is realized. On this basis, the framework of the tourism destination marketing model can not only involve the tourism industry, but also the operation of other industries. As for the framework of the tourism destination marketing model, it can be seen from the above analysis that it can be roughly divided into two categories: tourism industry services and other commercial services. The following will analyze the specific content of the two categories.

3.1.1 Tourism industry services

The classification of tourism industry service framework mainly includes three contents: the construction and utilization of characteristic resources, the economic output of tourism industry, and the linkage of tourism industry and other commercial services. The construction and utilization of characteristic resources refers to the construction of unique resources in rural areas, such as the construction of folk culture and the construction of scenic spots; the economic output of tourism industry refers to the marketing method of how to use the construction of special resources to reasonably collect economic income; tourism industry and other commercial services. Linkage refers to how to tap the consumption value of users in the tourism industry. In addition, the above construction needs to be built around the direction of user demand obtained from big data analysis.

3.1.2 Other business services

Other commercial services are more complex, but generally include three parts: user demand construction, portable service, and guided service. Among them, user demand construction means that all businesses need to be constructed and integrated according to user needs, such as the integration of “residential demand construction + commodity consumption”; convenient service means that in order to protect the user's good experience during the tour, it is necessary to build corresponding Convenient facilities, such as mountaineering cable cars, travel guides, etc.; guided services, in order to enable users to more deeply understand the background, culture, etc. of rural areas, to conduct guided tours, cultural goods services.

3.2 Marketing model operation and maintenance

Based on the establishment of the above marketing model framework, the operation and maintenance process of the model will be analyzed here. In the operation and maintenance, first of all, through the tourism industry, under the conditions of meeting the needs of market users, it can attract many tourists to come to travel. In the process of tourism, it is necessary to meet a series of basic needs of users, such as accommodation, sightseeing, etc., thereby giving users Bring a good travel experience. Secondly, during the tourism process, other commercial services, such as cultural goods and tour guide industries, can provide users with paid services to obtain profits under the conditions of the user's own choice. At this time, regional income-generating purposes are achieved.

4. Example travel destination marketing model application

In order to verify whether the tourism destination marketing model is effective, the relevant analysis will be carried out with examples, and the comparison method will be used to confirm whether the tourism destination marketing model designed in this paper can bring economic benefits and economic benefits to rural areas.

4.1 Overview of the example

Under the leadership of the central policy, the rural areas began to implement tourism industrialization very early, but their early construction was too superficial and did not correctly follow the needs of market users. Under this condition, the tourism industrialization benefit of the region was transplanted. Warm and not fire."With the popularization of big data technology, in order to rectify the early construction problems, the region made full use of the big data technology function to analyze the early construction problems, and rectified and reconstructed the corresponding problems.

4.2 Example rectification construction process

In the example area, the official Weibo and WeChat public number network channels were first constructed to obtain the corresponding demand. Secondly, these requirements were classified by big data technology. The classification results showed that most users in the region believed that during the tourism process, their consumption desires Not satisfied, that is, 67.3% of users did not buy the desired cultural products, and 22.7% of the users' dietary consumption was not satisfied (the remaining users accounted for a small amount, so they were not analyzed).Secondly, according to the actual construction situation, the government departments in the region learned that the above problems exist because the number of such products is small, so many users cannot find the purchase channels under the lack of guidance, so they expand in the rectification. The merchants in the corresponding industries have set up a guide system for guides, which aims to guide users to purchase points (merchants) through the tour guides.

4.3 Example Tourism Destination Marketing Model Construction

Through the comparison of the economic benefits and the number of tourists in the first year after the rectification and construction, the data of the one year after the rectification and construction has been significantly improved. The specific data are shown in Tables 1 and 2.

Table 1 shows the economic income and number of tourists in the first year before the rectification

data item	Data details (12-month average)
economic profit	170 million yuan
Number of tourists	8.02 million

Table 2 Example of economic income and number of tourists in one year after rectification and construction

data item	Data details (12-month average)
economic profit	1.25 billion yuan
Number of tourists	11.72 million

It can be seen from the comparison of the data in Tables 1 and 2 that the economic income and the number of tourists have increased significantly in the first year after the rectification and construction, and the overall increase in the number of tourists is lower than the economic growth ratio, which indicates a single market. The user's local consumption level has increased significantly, confirming that local consumer demand has been met.

5. Conclusion

In summary, this paper analyzes the tourism destination marketing model based on tourism big data. In the analysis, firstly, with the help of theory, the functions, methods and principles of tourism big data technology application are analyzed from the perspective of innovation. Based on the application results of big data technology, the framework content and operation and maintenance process of tourism destination marketing model are analyzed. Secondly, combined with examples, the data is validated by data comparison.

References

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