

Research on Brand Marketing of Tourist Scenic Spots

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Abstract: China's tourism destination marketing still stays in the government-led promotional mode, with tourism enterprises and private scenic spots marketing independently, but the brand has not yet formed an operation system. The good news is that governments have recognized the importance of tourism brand building, and have made preliminary exploration on tourism landscape brand building, and achieved some results. The process of brand building, management and maintenance of tourist destination has become the focus of this paper. This paper studies the conditions and factors affecting brand extension of tourist destinations. From the perspectives of crisis management, legal protection and network application, this paper expounds how to maintain the brand of tourist destination.

1. Introduction

Tourism Image name is usually embodied by tourism, but tourism brand tourism generally must rely on the text to reflect the name of the outside. Simply by not positioned over the name of the established tourist landscape tourist landscape image is often all-inclusive, even outrageous. There was a very long time, Xi'an in some southerners have this image of the Loess Plateau or the Gobi Desert, which Xi'an real urban environment and location far. Only a single type of tourism resources, which can be embodied by the brand name of tourism, such as Mountain, Huangshan, by name could reflect the image of tourism resources, but the resources are neither distinct image, nor distinctive, people name impression is still vague. In most cases, the brand is through tourism and tourism related to the name of a text to reflect, by just a few words to sum up the characteristics of the image reflected in tourism resources. Tourism brand on the one hand should have its own theme brand, on the other hand can also be established family brand, dual or multiple brands. A Semiotic make landscapes become famous Guilin theme brand, and in recent years has played Guilin. Third Sister Liu's hometown of humanities brand, Guilin tourism resources more colorful image, especially in the world of gift to attract overseas Chinese force.

The image of tourism resources and tourism products constitute the body image is the image of tourism, and tourism is the tourism brand most unique tourism resources and tourism products. Tourism brand and image of tourism resources, tourism product image there is an obvious difference. Not just any tourism resources can become a tourist landscape brand, in the process of establishing tourism brand must be a comprehensive analysis of local tourism resources, find out the local tourism resources consumers deepest, inner nature demands as a basis for tourism resources planning, development, and establish the image of the most attractive tourism resources. Tourism product developers and producers are tourist landscapes, part of the tourist landscape brand image is both a tourist landscape brand image, but also a external and independent existence. Tourist visitors to a brand is to attract tourism source, while the tourism product demand is a derived demand, consumers first by tourism brand to stimulate their consumption needs and then will further create demand for tourism products.

2. Tourism Destination Brand Positioning

On the method of operation of the US tourism image positioning tourism marketing scholars have proposed a MorriSno call it 5DS model. as follows:

Recognition interests: analysis and identification of the most valued tourist interest or elements;

forming a difference: to identify competitors and identify the present tourism products and services distinguished from competitors; image-building: To determine the selected target customers source market launch of the image; transfer design: Unlike competitors these strengths into the product or services, and the use of marketing mix means to deliver these differences to the target source markets; the implementation of commitment: to provide the promised benefits to tourists.

Any tourist attraction destination has its own unique properties, select the destination attributes is the primary attraction of the key question, which will help determine the competitiveness and form recognition and transfer services. Destination Brand first make a tourist attraction branding.

Select tourist attraction is generally based on three criteria competitiveness, uniqueness and recognizability, to extract the tourist attraction of the unique properties of matter. These properties arise from local residents and their interaction with the environment, tourist landscape of these unique properties with links will become an important feature of tourism experiences, and ultimately will become property features a tourist landscape brand. Property features tourist attractions can often be a personification of the term is not used to describe, which will play a strengthening effect on tourism appeal.

For example, New Zealand as a tourist landscape of most of their travel experiences are typical features of an outdoor wilderness environment, the island of weather and sheep industry. These features are reflected in the travel experience is rugged terrain, comfortable climate, human warmth, pure, tenacious, independence and peace. However, in the French city of tourism experience may be refined luxury, fashion, freedom to indulge, indulge and enjoy.

3. Analysis Method of Value Chain

Value chain analysis method as a system analysis tool that create entities (such as tourism) worth of produce to its own covered by a series of elements (or activities). Is the sum of these elements to create value entity value.

Recognize the value of the contribution of the elements (or activities). Recognize the value of the contribution of the various elements (or activities) must first be both connections and differences between the various entities within the system of value elements (or activities) in the identification, it can be divided into the basic elements of the value of the contribution (or activity) to identify and auxiliary value contribution elements (or activities) to identify factors determining the value of the contribution (or active) systems. Entity to determine a competitive advantage, it is necessary to analyze the value of the contribution from the start, so that the individual elements (or activities) were confirmed in a particular entity system; the value of the contribution of the elements (or activities) linkages and integration. Although the value of the element is the cornerstone to build a solid competitive advantage, but it is nothing to do with some of the elements of the assembly, but a system composed of interdependent elements.

Tourism brand is the sum Tourists region cognition, regional tourism personalized performance, to give tourists a unique spirit of enjoyment, bring added value to the tourism social, economic and environmental benefits. Tourism enough to win market share in the increasingly fierce competition depends on the implementation of brand strategy. Construction of tourism brand is a systematic project, the internal system contains a complex relationship, but do not prioritize the relationship between the various elements, divided into basic elements and auxiliary value based on the value of tourism to contribute valuable elements of brand building area feature two categories.

Tourist attraction is the foundation of modern tourism, is sufficient condition to attract tourists to travel, its performance for the sum of attractive natural and social objects and phenomena of tourists constituted. In a sense, tourism is a tourism brand or the most characteristic advantages of tourist attraction. But I only have a unique, conceited and other characteristic, in order to generate enough visitors to the attraction and appeal. Thus, with the characteristics and advantages of the tourist attraction is the fundamental basis for tourism brand building.

By analyzing the contribution of tourism to the brand value of the elements of the value of tourism to the interior of the nine elements can be divided into basic elements of value (tourist attraction, tourism products, destinations, tourism facilities, tourism service personnel) and the

secondary value elements (Tourism government, environment, tourism and local residents, the relevant laws and policies) two categories. Each individual element does not exist in isolation, they constitute the integrated tourism brand value chain system. Therefore, to use the system to build integrated brand thinking to deal with tourism.

4. Tourism Destination Brand Communication

Adaptability refers to the principle of selection flag can not be in violation of relevant laws and regulations, to adapt to the times. In general, the brand logo is relatively stable, mainly in order to strengthen the overall image, to induce consumers to identify memory. But with the changing times or brand's own reform and development, logo reflected the content and style, rhythm may not coincide with the times. Therefore, the brand logo design corresponding changes to take place under the premise remained relatively stable. Easy to identify the most important feature is the brand logo, logo is a limited space, it is impossible to convey an infinite number of messages. To make the logo design effective only in a limited space, to convey the most representative of the brand and gives the most impressive information. In modern society, people's accelerated pace of life, for a variety of media to convey the message out, or a glimpse, or a quick walkthrough of browsing. Logo only simple and easy to identify and with a clear and strong expressive force, in order to give the public left a more profound impression.

Logo design must comply with the laws of art, fully demonstrated its aesthetics. Flags symbolize both brands, but also a work of art, so to strive beautiful delicate shape to fit the aesthetic psychology of the masses, the United States gives to attract and enjoyment. The use of the brand logo is very extensive, on buildings destination, product packaging, office supplies, staff emblem, advertising media and transport vehicles may be used. Therefore, the design should take into account the general adaptation flag when used on many occasions, taking also into account the ease of production on said mass media when. In short, no matter where you use should remain consistent brand image.

Pattern as a graphic or logo design elements, and are based Symbolism technique, highly refined artistic generalization, form flag has symbolic. Emblems easily cognition, understanding, especially in some of the most common objects as symbols, such as the moon, the stars and eyes. Graphics Symbolism method can be broken down into two categories: concrete and Abstract. Specific signs in natural form as a prototype, to generalize, refining and to form a desired pattern shape changes. Natural character, plants, animals, etc. are specific logo design prototypes. Abstract logo design to get rid of the constraints of specific natural forms, extract the essence of things, the use of a combination of geometric images to convey the feeling and meaning to be reflected. Its main feature is the limited form and meaning of infinity.

5. Conclusion

Tourism destination brand is the image of a tourist landscape commercial property. This formulation makes the concepts of them be clearer through clarifying the relationship between tourism purpose brand image and tourist landscape. This paper argues that there is no need to tread each other as one that the two concepts are closely linked blunt. Through a clear link between the two, we can understand the scope and function more realistic. Establishing a clear brand image is part of the operation of a tourist landscape, tourism destination brand is ultimately to the formation of brand equity through brand building, leading to sustained economic interest as a tourist landscape.

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