A Discussion to the Market Positioning of a Tourist City

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Abstract: With the boom in the tourism market, Chinese tourist cities are paying more and more attention to their own cultural brands, hoping to construct urban cultural brands with bright individuality through positioning. At present, most tourist cities in China are facing problems such as chaotic positioning, blind positioning, and outdated positioning. Based on a large amount of literature research, this article combs and prospects the literature on the theory of cultural brand positioning of tourism cities from the perspective of positioning theory.

1. Introduction

Research background Along with the spring breeze of reform and opening up, China's tourism market ushered in a prosperous situation. Industry is prospered by tourism, urban and rural areas are beautiful because of tourism, and the people are happy because of tourism. Nowadays, people not only rely on the tourism product line provided by travel agencies, free travel is also a high-frequency channel that people choose. Tourists basically use a certain tourist city as a unit to travel to this destination; but there are also people who visit multiple tourist cities on a single journey. Due to consumer psychology, people are more curious about famous or unique tourist cities, and travel behavior occurs. Each tourist city hopes to enhance its own popularity and tourism benefits, so as to begin to establish its own cultural brand. What is sighing is that many cities only see the value of urban cultural brands, but it is difficult to accurately locate urban brands. Because cities are eager to develop tourism resources and obtain benefits, most of them have not thoughtfully positioned the city itself as a good cultural brand. They only wanted to follow the trend to establish a city brand. They only put forward a slogan, but did not scientifically and strictly position the city's cultural brand. Without combining its own cultural advantages, it is inevitable that there will be no corresponding positioning elements, just like building a house without laying the foundation. Therefore, the city brand appears thin, fragile and empty, which is almost a common problem in the positioning of Chinese city brands.

Because the positioning of most tourist cities now has the problem of vagueness and thunder, which cannot attract tourists well. Moreover, there are few researches on urban cultural brand positioning in China. This article starts from the perspective of Trau's specific location theory, and proposes how to position the tourism city cultural brand based on the positioning theory, providing

city managers with a new perspective on tourism city brand positioning And ideas.

2. Literature Review

In the research on cultural brands of tourist cities, domestic scholars mostly discuss from the perspective of city managers, but foreign scholars mostly discuss from the perspective of customers, and most of them study tourist cities with cultural heritage. Cultural brand. American scholar Kevin Ryan Keller was the first foreign person to propose the concept of city branding. He believes that cities can also operate their own city brands, or even operate as enterprises. Because he thinks that city brand is a complex, including social, economic, cultural and other factors. Monika DeFrantz, in his analysis of Vienna's tourism planning with rich cultural heritage, believes that the management of urban cultural heritage constitutes a new interpretation of the historical city. Therefore, he came to the conclusion: The positioning of the tourism city cultural brand should be sustainable in the direction of inclusive, non-differentiated and open urban development, considering the diverse requirements of society, economy and politics [2]. Jun Yu discussed Xi'an from the two aspects of "urban marketing created a unique label IP" and "path analysis of urban marketing innovation IP". He believes that Xi'an is an ancient city with thousands of years of history and culture. In recent years, Frequent exposure in various media, because the Xi'an government is constantly positioning and creating new cultural IP. The creation of Xi'an city cultural brand is not only the need of people for the dissemination of urban culture, but also the call of the times [3]. Min Huang pointed out that the ultimate goal of urban cultural brands is to promote a new round of urban economic development through their emission effects [4].

3. Research on the Application of Positioning Theory in Urban Positioning

3.1 Positioning Theory

The concept of positioning theory Around the 1970s, the prerequisite for positioning was to have a product. This product is not limited, it can be tangible or intangible. Positioning is what we want to do with potential consumers. Do not think that positioning is to label products. In the book "Positioning", the human mind is regarded as a limited vessel, which can contain not much information. Therefore, to seize the minds of consumers is to seize the opportunity. In short, the fundamental of positioning is "recognition", which provides simplified information for the limited audience's mind in the era of information flooding. Positioning is the horn of war, only the first step. Positioning and potential consumers build a cognitive bridge, and leave a footprint in the memory of consumers. "One center and two basic points" is the core of the positioning theory, and it can also be considered as its refinement. "Brand building" is the center, and the two basic points are "competitive orientation" and "consumer mind". Since the 21st century, positioning theory has been re-studied. Reese and Trout believe that the essence of building a brand is to occupy a major position in the minds of potential consumers. Therefore, they link brand positioning with consumers' minds and emphasize the "consumer minds". Its real goal is to deeply root the brand in the minds of consumers, and strive to make the brand at the top of the consumer's mental ladder, so as to build a long-term relationship with consumers and ultimately enhance the brand's competitiveness. The specific implementation of positioning has four steps: First, comprehensively analyze the external environment in which it is located, find and study possible competitors, and understand the core competitiveness and advantages of competitors; second, learn to use strengths and avoid weaknesses, and actively avoid competitors For example, the strength of competitors in the minds of consumers, but we can use the weaknesses contained in their strengths to establish the advantages of our own brand. This is positioning; third, in order to make this positioning look

feasible Trustworthiness requires finding a reliable proof. For example, product certificates, awards from authoritative organizations, etc.; fourth, this positioning must be flexibly integrated with the enterprise, so that both internal and external personnel of the enterprise can unite the enterprise and positioning. Special attention should be paid to investing a lot of resources in marketing and publicity, and the power of communication must not be underestimated. Effective marketing can make this positioning deeply implanted in the minds of consumers.

3.2 The Relationship between Tourist Behavior and Urban Cultural Brand Positioning

Today, when the products are highly homogenized, the brand has become the main symbol that distinguishes similar products from each other. In the process of consumer purchase, the brand acts as a shopping guide, but it is silent. Brands silently help consumers process a lot of information, and help them choose their favorite and trusted products among the many products based on their preferences and needs. In terms of choosing skin care products, young girls prefer to choose vibrant and fashionable skin care brands, while middle-aged and elderly women pay more attention to stable and long-established brands. Another example is the infant milk powder market, where the potential audience is couples, and teenagers do not pay attention to and choose infant milk powder brands because they do not have this milk powder demand. Based on this, in Trau's specific location theory, urban cultural brands can also be regarded as products. Sanya is a tourist city brand. This product represents the tropical sea, sun and beach; Macau, a famous tourist city, undoubtedly has its own tourist city brand, which represents casinos and the booming hotel industry. Different cities have different tourism resources and unique urban cultural attributes. According to this, positioning the city's cultural brand can provide tourists with distinctive brand differences, so that tourists can quickly and directly recognize brand personality. Because the consumer needs of the general public have their own individuality, urban cultural brand positioning can assist tourists in processing information, target tourists, so that tourists can clearly choose their preferred tourist city, and to some extent can also improve tourists' satisfaction. Therefore, it can attract tourists to consume again and achieve the goal of a virtuous circle.

3.3 The Application of Positioning Theory to the Positioning of Tourist Cities

Positioning theory can not only be applied to products, but also can be used to position a country, such as "Sakura Country"-Japan, "Fairytale Kingdom"-Denmark; it can even be used to position cities, such as "Romantic City"- Paris, "the center of the world's film and television industry"-Hollywood. All of the above occupy the minds of consumers and are the embodiment of positioning theory. So why does a tourist city need to be positioned? Why do we need to build a cultural brand that needs this city? In order to answer the question of "what kind of city is this", but also to answer the question of "how to build the future of this city". The correct positioning of a tourist city can capture the attention of the public, attract potential current audiences, attract more resources, and maintain the healthy development of the city. When positioning theory is used in brand positioning of tourist cities, in order to impress the minds of potential consumers, tourist cities need to find out their advantages based on their own resources, so as to express the most special and refreshing personality in the city. come out. There are various themes of urban tourism image. In fact, the positioning of urban tourism image also uses positioning theory. Through positioning theory, an attractive image is described in the minds of consumers. This image occupies a large position in the minds of consumers and leaves an impression on consumers. Chinese scholar Li Shengli believes that the positioning of the image of urban tourism not only needs to have a huge impact on the target population, so as to shake people's desire to travel.

4. Conclusions and Recommendations

1) From a marketing perspective, because the audience's memory and mind are limited, positioning theory needs to "occupy the minds of consumers", which is doomed to fast and comprehensive system marketing. The butterfly effect cannot be underestimated, and city marketing is a systemic project involving the entire city, so it must not be sloppy. Of course, a tourist city must first locate its own cultural brand, subdivide the market, focus on the core, and then conduct marketing. In terms of marketing, it is also necessary to always pay attention to the problem of lagging marketing communication. The initial marketing of tourism city brands must be positive, but you can't slack off when you see the first fruit. To seize the minds of consumers, it is necessary to repeatedly export urban cultural brands. If not, consumers will quickly forget or even choose other similar urban brands.

2) From the perspective of governance, urban cultural brands must not follow the trend to establish brands, and do not end up with homogenization of the brand and the same end in a hundred cities. Urban cultural brands are not fabricated out of thin air. They are transformed by gathering urban culture. Urban brands must be integrated with the local area. Otherwise, it is as absurd as the yurt in Shanghai and the oil-paper umbrella in Tibet. The tourism city management team should scientifically locate the city's cultural brand, establish a good city brand communication content, do a good job of integrated marketing inside and outside the city, and implement the measures in all aspects. Urban cultural brands not only spread to market audiences, but also promote to the citizens of this city, so that the citizens can establish a sense of ownership. Urban cultural brands can also be updated, it is not static.

3) From the perspective of cultural propaganda, the backbone of the positioning of a city's cultural brand is the city's own cultural characteristics. Relying on its own cultural characteristics to build urban cultural brands is also a certain degree of promotion of urban culture on the side. Guangzhou is a well-known tourist city throughout the country. Many tourists come to Guangzhou to sigh morning tea, enjoy Cantonese cuisine, and appreciate Lingnan culture and Xiguan culture. The cultural brand of a tourist city is closely related to and inseparable from the characteristics of the city's culture. If you can position the cultural brand of a tourist city from the perspective of cultural propaganda, you can promote culture to a large extent and establish a city brand with connotation.

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