

# *Research on Jingdezhen Tiktok Tourism Marketing Based on PRAC Laws*

**Runhua Peng, Jun Tao\***

*School of Economics and Management, Guangxi Normal University, Guilin, Guangxi, 541000, China*

*\*Corresponding author: 1785848820@qq.com*

**Keywords:** Tik tok, PRAC laws, Jingdezhen, Ourism marketing

**Abstract:** For the emerging tourism destination marketing tool of Tik tok, applying the PRAC laws, and taking Jingdezhen as an example, we analyse its marketing status quo on Tik tok short-video social platforms from four aspects, namely, platform management, relationship management, behavioral management, and crisis management. In view of the deficiencies, it is proposed to strengthen all-round integrated marketing, give full play to the advantages of Jingdezhen ceramics to strengthen event marketing, and make use of the celebrity effect to strengthen viral marketing and other strategies, with a view to assisting the Jingdezhen tourist destination in establishing a more scientific marketing system and realising the high-quality and sustainable development of regional tourism.

## **1. Introduction**

Tourism marketing is the application of marketing concepts in the tourism industry, which mainly includes two levels: enterprise and destination. And tourism destination, as the basic unit of analysis in tourism research, is the best landing point for tourism marketing research [1]. As a product of the WEB2.0 era, social network platforms, represented by Sina Weibo, have gradually become an important tool in tourism destination marketing communication. With the popularity and development of 4G network and information technology, the way of people's communication and interaction has gradually changed from text and pictures to short videos, and the short video APP represented by Tik tok has led people into the era of short video social networking. Tik tok not only has the marketing advantages of large user base and wide dissemination range that traditional social media platforms have, but also can use short video as a carrier to present tourism products with the characteristics of non-pre-experienced and non-transactable off-site to the potential tourists in a creative, novel and topical way [2]. The highly characteristic marketing advantages of Tik tok have quickly attracted the attention of marketing organisations around the world, such as Xi'an, Chongqing, Xiamen official marketing organisations have been stationed in Jitterbug, and have organised the marketing activities of tourist destinations on the Jitterbug platform, which has incubated numerous net red attractions and attracted tens of thousands of tourists to go to hit the card [3]. This paper applies the PRAC laws of enterprise integrated marketing law to analyse the operation status of Wuzhen in the emerging marketing communication tool of Tik tok short video APP, and puts forward corresponding suggestions for the problems.

## 2. Literature review

### 2.1. Tourism Internet Marketing

With the popularity and development of the Internet, more and more industries have begun to realise the hidden business opportunities behind the Internet, and have taken relevant measures to carry out business activities. As an important product of the Internet era, network marketing has attracted the attention of scholars and enterprises at home and abroad. According to Liu Yu, the core objective of urban tourism online marketing is to disseminate information and services related to urban tourism to tourism users. On the basis of in-depth understanding of user needs, the network operation activities in line with the characteristics of the tourist population are developed [4]. Hu Ling et al. concluded that when developing rural leisure tourism in Anren County, rural tourism network marketing should be regarded as a systematic project. Keeping up with the pace of the internet era, the market focuses on online marketing to meet demand and places consumers at the core to optimize services. At the same time, it is also necessary to improve and moderately advance the planning of scenic spots and supporting facilities, and to implement appropriate branding, pricing, channel and marketing and promotion strategies in order to further create a high-quality tourism route and promote the development of regional tourism [5]. In order to further develop premium travel routes and promote comprehensive tourism, it is necessary to strengthen brand strategy, pricing strategy, channel strategy, and marketing promotion strategy. With the gradual emergence and maturity of network marketing, people are gradually accustomed to the experience of consumption and enjoyment of services through the network, which also includes tourism products. Through network marketing, tourism products break the original time and space limitations, and gradually become the main channel for marketing tourism products nowadays.

In the early days, tourism online marketing mainly carried out activities through websites as marketing platforms. With the intensive development of Internet technology, Internet-based social media platforms have emerged one after another, becoming another important way of tourism online marketing. Social media refers to those network tools or platforms that allow users to create, discuss, share and disseminate information, and users are free to choose and use these tools for a variety of interactive activities. According to foreign scholars Kaplan et al. (2010), social media refers to the use of the Internet as a medium to carry out a variety of communication and dissemination applications on the network platform in general. It plays an important role in promoting the dissemination, creation, sharing and exchange of knowledge and information. According to scholars Zou Naifeng and others, open platforms such as user-centred forums, blogs, microblogs, SNS communities, WeChat and so on can be classified as social media. All of these platforms are able to actively promote interaction and information dissemination among users. It is precisely because social media platforms have a large number of active user groups that they have attracted the attention of tourism destination marketing organisations, which in turn has promoted a brand new marketing approach - social media marketing. Domestic research on social media tourism marketing mainly selects tools such as microblogs, forums, blogs, etc., while there are fewer studies involving the social platform that focuses on short videos - Tik tok.

### 2.2. PRAC Laws

PRAAC Laws is a methodology about microblog transformation, proposed by Beijing IWOM Interactive Marketing Planning Co. The theory is based on the company's cooperation with the Word of Mouth Research Institute of Renmin University of China, and integrates the company's more than ten years of experience in the industry and a large amount of data base. It consists of four aspects: platform (platform management), relationship (relationship management), action

(behaviour management) and crisis (risk management). This methodology is widely recognised in the industry as it is strongly persuasive with both objective data support and rich subjective experience. This law has been widely used in the research fields of library service marketing, microblog management in agribusiness, microblog and weibo marketing in enterprises, and microblog marketing in academic journals, providing important practical reference and reference value for microblog and weibo marketing in different industries.

At present, some scholars have begun to apply the PRAC laws to the analysis of tourism marketing, such as tourist attractions and enterprise microblog marketing and other fields. These studies have injected new vitality into tourism marketing, which helps tourism enterprises improve their marketing strategies in a timely manner, enhance the image of tourism destinations, and improve the experience of tourists. WeChat Video is able to interoperate with the public number and the circle of friends because it is embedded in the WeChat platform, which makes it easy to forward and attract traffic to each other. It also provides a wealth of additional features, such as sharing, positioning, commenting and liking, and supports live streaming. This provides a more convenient and efficient promotional channel for the development of tourism's integrated media, combining the functions of communication, socialisation and platformisation into one. In the future, the application potential of WeChat video number is very large. Therefore, it is of great significance to use the PRAC laws to analyse the marketing status and marketing value of tourism destinations based on WeChat video numbers.

### **3. The current situation of jitterbug marketing in Jingdezhen tourist attractions**

#### **3.1. Platform Management**

By 5 November 2023, "Jingdezhen Culture and Tourism" had 87,000 fans, released 302 works, and received 726,000 likes, of which the most short videos received 266,000; two topics were released; "Chinese Craftsmen" with ceramics as the main content received 266,000 plays, and "Fate a Bridge" with Jingdezhen tourism as the main content received 51,000 plays, with a wide range of marketing and communication, and great influence. Two topics were released; "Chinese Craftsmen" with ceramics as the main content received 266,000 times of playback, and "Fate a Bridge" with Jingdezhen tourism as the main content received 51,000 times of playback, with a wide range of marketing communication and great influence.

Currently, the platform construction of Jingdezhen Shake Marketing lacks integration. "As the main marketing platform, Jingdezhen Culture and Tourism releases a variety of works, mainly focusing on Jingdezhen ceramics and landscapes, but less attention is paid to the marketing platforms with millions of followers and ten million likes, such as Xi'an and Chongqing. Xi'an jittery voice marketing, for example, it is the whole and "eat, live, travel, entertainment and shopping" six elements of the form of Xi'an tourist destinations for a comprehensive whole and marketing. At present, "Jingdezhen Culture and Tourism" only involves "tourism", "entertainment" and "shopping", and for people's concern of "eating", "entertainment" and "shopping", it only involves "tourism", "entertainment" and "shopping". "Eat", "live", "travel" as the theme of the construction of the sub-marketing platform is not perfect.

#### **3.2. Relationship management**

Celebrities and stars are an important factor in expanding the publicity and relationship marketing of tourist attractions. "Jingdezhen Culture and Tourism" makes full use of the celebrity effect, selected Deng Chao, Liu Tao and other celebrities as the destination's promotional ambassadors, and carried out a series of promotional activities. The celebrity effect has proved to be

of great help in spreading the short video of jittery voice and improving the marketing influence and marketing effect.

However, "Jingdezhen Culture and Tourism" still lacks the ability to handle the relationship with tourists and fans in Jieyin. A large number of tourists share their travel experiences in the form of short videos, including a video posted by a tourist with Jingdezhen tourism content of up to 812,000 likes, but the official marketing account did not take advantage of this, and did not further utilise its own fan base to expand its marketing value. Strengthening interaction between official marketing numbers and video viewers is a direct means of gathering fans and building a long-term solid relationship with them to achieve consumer purchases. The operator of Jingdezhen Culture and Tourism does not have a strong interaction with its fans on the Jieyin platform.

By observing the short videos of "Jingdezhen Culture and Tourism", we found that except for the video with the highest number of likes, which received more than 8,000 comments, the other short videos received less than 100 comments, which shows that Jingdezhen scenic spots' Shake operators lacked in-depth interaction with fans.

### **3.3. Behavioural management**

The "Jingdezhen Culture and Tourism" Jittery Voice marketing account carries out the marketing behaviour of shaping and promoting the image of the tourism destination on its main marketing platform. The short video of "Jingdezhen Culture and Tourism" uses Jingdezhen ceramics as the main form to convey Jingdezhen's cultural, international and ancient destination image to consumers. Taking advantage of the influence of the film "Jingdezhen", "Jingdezhen Culture & Tourism" launched the same topic marketing on the Shake Voice platform, and gained ten million plays and high attention. The Jingdezhen scenic area, with its tourist destination sites and events as content, fully leverages the marketing value of the Tiktok platform, which has a wide reach and a large audience. However, the tourism destination of Jingdezhen lacks key marketing activities for promoting and selling tourism products on the Tiktok platform. Tiktok is a short video social platform, access to Taobao such a trading platform, you can directly enter the trading entrance in the Jitterbug platform. Jingdezhen's behaviour management on the Tiktok platform is mainly based on destination image shaping and promotion.

### **3.4. Risk management**

Negative and sudden events occurring in the process of enterprise operation have the risk of triggering crisis public opinion, and the PRAC law suggests that enterprises can carry out risk supervision through microblogging platforms [6] and make timely and appropriate treatment of negative information to prevent the spread of crisis [7]. Network new media such as Jitterbit due to its large user base, wide audience range and fast dissemination speed and other characteristics, individual negative information is very easy due to the "butterfly effect" on the enterprise or tourism destination to have a negative impact. 2022 May, a tourist in the Jitterbit account released a short video about the phenomenon of indiscriminate charging for parking in Jingdezhen, which has been viewed tens of thousands of times and triggered hot comments, many of which have been viewed by the tourists, and some of which are not suitable for the tourism industry. The video was viewed tens of thousands of times and triggered hot comments, many of which were negative, such as "bad security", but the results of the incident were not found. 2022 In September 2012, another Jieyin account posted a short video of a similar encounter, which was viewed 75,000 times due to its large number of followers, leading to many negative comments about the local area. There were also tourists posting on the Jieyin platform that there were undistinguished unscrupulous merchants selling fake ceramics in Jingdezhen.

#### 4. Marketing recommendations

Strengthen all-round integrated marketing. As the marketing theme of Jingdezhen tourism destination on the Jitterbug platform, "Jingdezhen Culture and Tourism" not only strengthens the integration of Jitterbug and other means of tourism marketing and communication, but also improves the integration of the main platform and sub-platforms within the Jitterbug platform, and strengthens the integration of the relationship with tourists, fans, self-media, peers, etc., so as to realise the systematic and holistic nature of the marketing tools. and holistic, thus generating synergistic effects and maximising marketing value. Firstly, while playing the advantages of short-video marketing, the Shake account of "Jingdezhen Culture and Tourism" should be linked to microblogging, official websites and other online marketing tools, as well as newspapers, TV advertisements and other traditional marketing means to carry out integrated marketing. Secondly, the official marketing organisation should integrate all-round contents of eating, living, travelling, touring, entertainment and purchasing for joint promotion or marketing on the Jieyin platform, so as to form the integration of marketing tools, platforms and relationships, thus realising the tourism marketing of universities.

Play the advantages of Jingdezhen ceramics to strengthen the event marketing. Event marketing is to rapidly increase awareness through the operation of public relations events, jitterbug as a new type of network media, provides a good implementation platform for event marketing. The official tourism marketing organisation of Jingdezhen should, on the basis of integrating its own resources, give full play to the driving role of large-scale activities held in Wuzhen, art festivals, singer Jingdezhen concerts and other large-scale activities, packaging large-scale activities into attractive and creative short videos, and carrying out short-video marketing for each activity before, during and after the event, in order to attract media coverage and consumer participation, and play the role of short-video marketing with a wide audience, informative, intuitive, and easy to understand. The short video marketing can attract media coverage and consumer participation, giving full play to the marketing value of short video marketing with wide audience, large amount of information and strong intuition, and realising the promotion of the image of tourism destinations.

Use celebrity to enhance viral marketing. Viral marketing refers to the strategy of exponentially exploding the spread and impact of a message by encouraging individuals to deliver marketing messages to others. Jingdezhen tourism officials should make full use of the celebrity effect to achieve viral marketing, and deliver marketing content to a wide audience through the participation of opinion leaders with strong exposure and appeal. Specifically, it can try to take the initiative to remind and attract opinion leaders to pay attention to its Jitterling short videos through the @Reminder function, or it can reach a long-term co-operation agreement with the opinion leaders to help this official Jitterling to spread virally, so as to enhance the marketing effect. On top of hiring celebrities as ambassadors, the official marketing organisation of Jingdezhen Tourism should pay attention to these celebrities' Jitterling accounts to form interactions with each other, and even invite the celebrities to retweet them, so as to enhance the exposure and popularity of the destination.

#### 5. Conclusion

In the context of the new era, the contradiction between people's growing needs for a better life and unbalanced and insufficient development in the tourism market lies in the contradiction between the personalised and diversified tourism needs of tourists and the homogenised tourism products. While tourist destinations are in the process of tourist experience-oriented development, tourism marketing plays a role in delivering personalised and diversified tourism product information to tourists. With the advancement of science and technology and the change of people's lifestyles, Jitterbug has become an important marketing communication tool at present, which not

only presents destination information in the form of short videos with great sensory characteristics, which makes up for the non-pre-experienced nature of tourism products, but also has a large customer base that is highly compatible with the tourism market, which is capable of generating highly efficient marketing value. This paper analyses the operation of Jingdezhen's official tourism marketing organisation "Jingdezhen Culture and Tourism" on the basis of PRAC theory through literature review and observation method, and puts forward targeted suggestions.

## Acknowledgement

National Social Science Foundation, Co-creation Mechanism and Empirical Research on Smart Tourism Service Value Driven by Internet of Things Big Data, 20BGL155

## References

- [1] Gao Jing, Xiao Jiangnan, Zhang Yonggang. *A Review of Foreign Tourism Destination Marketing Research* [J]. *Journal of Tourism*, 2006, (07): 91-96.
- [2] Dai Xiaoyu. *Analysing the reference significance of tourism marketing of Jitterbug short video APP* [J]. *Communication Research*, 2018, 2 (21): 117.
- [3] Li Linjing. *Reflections on the Image Enhancement of "Netflix-style" Tourist Destinations--Taking Hongyadong Scenic Spot in Chongqing as an Example* [J]. *National Circulation Economy*, 2019, (18): 134-135.
- [4] Liu Yu. *Research on Qingdao's urban tourism network marketing under the new coronary pneumonia epidemic* [J]. *Shanxi Agricultural Economy*, 2021, (04): 96-97.
- [5] Hu Ling, Long Zhe. *Research on online marketing strategy of rural leisure tourism in Anren County, Hunan* [J]. *National Circulation Economy*, 2022, (05): 141-143.
- [6] Guo Xueying. *Microblog Marketing of Tourism Destinations in the Context of Social Media--Taking the Official Microblog of Huangshan Mountain Scenic Spot as an Example* [J]. *Journal of Cebu College*, 2018, 33 (03): 14-19.
- [7] Yang Hui. *Research on microblog marketing strategy based on PRAC principle* [J]. *Today's Media*, 2013, 21 (03): 62-63.