Research on Cultural Tourism Marketing of Social Network Media in the Context of Internet plus

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Abstract: With the development of social economy, China has paid more attention to the development and promotion of cultural tourism. In the context of Internet plus, cultural tourism marketing means are constantly updated. However, from the current situation, the role of social media in cultural tourism marketing is not enough, and there are also some problems in cultural tourism marketing. This article will analyze the marketing methods of social media and propose cultural tourism marketing strategies for social media, hoping to help promote the development of China's cultural tourism industry.

1. Introduction

In the context of Internet plus, social network media has become an indispensable part of people's life. People can obtain various information through social network media. With the arrival of the Internet plus era, social network media are also constantly updated and upgraded, and the traditional cultural tourism marketing model can no longer meet the current development needs. In order to promote the development of China's cultural tourism industry, it is necessary to strengthen the research on social media marketing, make reasonable use of social media for cultural tourism marketing, and promote the development of China's cultural tourism industry.

2. Basic concepts and advantages of social media networks

2.1. Basic Concepts

With the development of the Internet and mobile intelligent terminals, social network media represented by Weibo, WeChat, Tiktok, Kwai, etc. are rising rapidly. Social media plays an irreplaceable role in information dissemination due to its powerful content production and dissemination capabilities, as well as diverse user groups. At the same time, with the popularity of the Internet and mobile intelligent terminals, social network media has become an indispensable part of people's daily life[1].

The main feature of social media is the diversification of content production entities. In addition to traditional media institutions, portal websites, professional media and other entities, self media, enterprises, individuals and others have all become content producers of social network media; Diversified communication channels. Social media has broken the limitations of traditional media in terms of time and space, allowing information dissemination to no longer be limited by space, and

anyone can become an information disseminator; Instant content sharing. With the acceleration of people's pace of life and the development of Internet information technology, the time for people to obtain information has been infinitely shortened, which also puts forward higher requirements for the immediacy of content sharing; Social media has interactivity. Communicating and interacting on social media is no longer a one-way, passive dissemination, but a two-way, multi-directional interaction process.

2.2. Advantages

The emergence of social media has changed the marketing model of traditional cultural tourism. In the era of Internet plus, information transmission is no longer limited by time and space, but can be carried out anytime and anywhere. Meanwhile, social media platforms have become one of the most popular channels for information dissemination, making cultural tourism marketing more convenient, efficient, and convenient[2].

The main advantages of cultural tourism marketing through social media platforms are shown in Table 1.

Table 1: Advantages of Social Media Platforms in Cultural Tourism Marketing

Real-Time Interaction	On social media platforms, users can share their opinions and suggestions on cultural tourism marketing, providing a favorable public opinion environment for cultural tourism marketing
Wide dissemination range	On social media platforms, users can learn about a cultural tourism attraction by searching for keywords, and each user can comment, share, and spread about the attraction

In the era of Internet plus, information is updated very quickly, and a cultural tourist attraction can be updated in a short time. Therefore, in the context of Internet plus, cultural tourism marketing can integrate cultural tourism resources for promotion and publicity through social network media platforms[3].

3. Social media cultural tourism marketing strategies

3.1. Establish a comprehensive online marketing system

The application of social media in cultural tourism marketing requires the establishment of a comprehensive online marketing system, which can be divided into the following three parts, as shown in Table 2.

Table 2: Three parts of the online marketing system

Online promotional channels	Attract tourists' attention by posting articles, videos, etc. on social media platforms
Offline marketing channels	Utilize local attractions, cultural activities, etc. to attract tourists to the area and achieve the goal of promotion and publicity
Offline transaction channels	Mainly trading tourists' consumption through online channels

In addition, currently in China, cultural tourism marketing mostly adopts a combination of online promotion and offline marketing, promoting cultural tourism projects through social media platforms, which plays an important role in the development and promotion of cultural tourism projects. Therefore, in order to better leverage the cultural tourism marketing role of social media, it is necessary to establish a comprehensive online marketing system[4].

3.2. Determine accurate target audience

The promotion of cultural tourism through social media is achieved through information dissemination and promotion, and social media plays a significant role in promoting cultural tourism. In the process of cultural tourism marketing, the use of social media is very important. If social media is not utilized well, it will lead to the failure of information dissemination[5]. Therefore, before carrying out cultural tourism marketing, it is necessary to analyze and judge the target audience first. Identifying the target audience is the first and crucial step in carrying out cultural tourism marketing work. When determining the target audience, it is necessary to first analyze cultural tourism consumers, and then classify them, in order to develop different cultural tourism marketing strategies based on different categories of consumers. For example, for consumers who enjoy participating in outdoor activities, marketing strategies can be developed specifically for this type of consumer; For consumers who enjoy reading and photography, marketing can focus on targeting these types of consumers.

3.3. Effectively use the Internet to carry out marketing activities

With the rapid development of the internet, social media has become an important means of cultural tourism marketing. In the context of Internet plus, cultural tourism enterprises should use social network media to carry out cultural tourism marketing activities, realize information interaction between enterprises and customers, and establish a sound customer management system in combination with their own actual situation[6]. The application of social media in cultural tourism marketing not only enables interaction between cultural tourism enterprises and customers, but also increases tourists' understanding of cultural tourism products. By conducting marketing activities through social media, tourists can timely learn about the local cultural characteristics, and also handle their dissatisfaction and complaints about the products, promoting the development of the local tourism industry[7]. At the same time, utilizing social media to carry out cultural tourism marketing activities can also encourage more tourists to participate in cultural tourism marketing activities and enhance the relationship between enterprises and customers. There are many marketing methods available on social media, and companies can choose marketing strategies that are suitable for their own development based on their own situation. By utilizing social media to carry out cultural tourism marketing activities, the visibility and influence of cultural tourism products can be increased, attracting more tourists to participate in the activities. In addition, companies can also use social media to carry out promotional and advertising activities. Publish corporate information, promotional information, and other content on social media to let more tourists know about the company's products and services.

3.4. Creating a positive reputation and image

Word of mouth image is an important factor that affects people's evaluation of a tourist attraction or tourism enterprise. Therefore, in social media cultural tourism marketing, it is necessary to create a good reputation image.

On the one hand, it is necessary to promote the characteristics, advantages, and products of tourist

attractions or enterprises to users on social media to attract their attention; On the other hand, we should make good use of social network media marketing means in the context of Internet plus, and improve the image of public praise through online and offline activities. For example, meaningful cultural activities such as "free visits" and "free experiences" can be held regularly to attract users to visit and experience tourist attractions or businesses. It is also possible to carry out experiential activities that combine online and offline activities, allowing users to participate and enhance their understanding and evaluation of the enterprise and tourist attractions or businesses[8]. For example, in the context of Internet plus, to carry out activities such as "free visit" and "free experience" and let users participate in them can not only understand the real situation of cultural tourist attractions or enterprises, but also enhance users' awareness and evaluation of enterprises and cultural tourist attractions or enterprises.

3.5. Timely conduct customer relationship management

In the context of Internet plus, social network media provides new marketing channels and methods for cultural tourism enterprises. How to use social media for cultural tourism marketing is a problem worthy of in-depth research. Only by correctly using social media for cultural tourism marketing can enterprises achieve maximum results and improve the economic and social benefits of cultural tourism enterprises. However, in reality, although social media marketing has many advantages, there are also some problems[9]. For example, cultural and tourism enterprises may ignore consumer needs in marketing, resulting in consumer needs not being met; Enterprises may overlook customers' psychological needs during marketing, resulting in inadequate customer relationship management.

In response to the above issues, cultural tourism enterprises should establish and improve customer relationship management mechanisms, timely grasp market trends, and constantly understand the needs of cultural tourism consumers to ensure that consumers can receive the best quality services[10]. At the same time, cultural tourism enterprises should pay more attention to customer relationship management and communicate with customers in a timely manner to understand their needs and psychological state. When the marketing of social media cultural tourism enterprises does not match their actual needs, they should adjust their marketing strategies and content in a timely manner to avoid a decrease in marketing effectiveness.

4. Conclusion

In the online environment, the development speed of social media marketing is very fast, and its advantages are very obvious. In the online environment, cultural tourism marketing has greater advantages. Using the internet for cultural tourism marketing can make it more attractive and achieve good marketing results. At the same time, cultural tourism marketing on social media has more advantages in protecting and developing cultural tourism resources. Therefore, enterprises should attach importance to social media, pay attention to user experience and content quality during marketing, ensure accurate and reliable information, and promote their own development.

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