

Optimization Analysis of New Media Marketing Strategies for Lushan Cultural Tourism

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Abstract: With the rise of the “Internet Tourism” model, new media technology has deeply transformed the way information is disseminated, achieving fast and comprehensive spread of information, and has its own unique advantages in terms of content and form. In 2019, the cultural tourism industry accounted for 40% of the global market, showing a strong growth trend. Taking advantage of its rich natural landscape and cultural and historical resources, Lushan has become an ideal place for cultural tourism. However, the fierce market competition and the constant changes in consumer demand require enterprises to effectively integrate resources, innovate product services and develop strategies. This study aims to analyze the current situation of new media application in cultural tourism groups, explore the development opportunities and challenges they are facing, and provide theoretical support for their sustainable development. With the research, this study will deeply analyze the actual situation of the application of new media in enterprises, identify the existing problems, and put forward corresponding policy suggestion.

1. Introduction

With the continuous growth of tourism demand, the cultural tourism industry has gradually become a new force to promote economic development. With the rise and rapid development of the concept of "Internet Tourism", new media has completely changed the mode of information dissemination compared with traditional media. Relying on Internet technology, new media has realized comprehensive and rapid dissemination of information. The content of dissemination is rich and diverse, and the forms of expression are diversified, showing unique advantages that traditional media does not have. The rise of new media has broken many restrictions of time and space on traditional media, and has given users an unprecedented interactive experience. At the same time, it has also reduced the cost of enterprises in marketing promotion. In the tourism industry, traditional marketing means can hardly meet the development needs of modern enterprises. The application of new media is becoming more and more extensive, which opens up new marketing channels for enterprises and provides more market opportunities for enterprises.

Against this background, tourism enterprises are bound to adjust and optimize their marketing strategies in time in the new media era, which is an inevitable trend of enterprise strategy development. This study takes the Lushan Wenlv Group as the research object. As a key local

tourism development and operation enterprise, Lushan Mountain Tourism Group plays a key role in promoting regional tourism development. This study aims to fully understand the company's operating conditions, development status, competitive advantages and challenges it faces, and to provide useful reference suggestions for their future development.

2. Tourism new media marketing

2.1. Definition of tourism new media marketing

The research on new media marketing in tourism mainly adopts qualitative research methods, deeply explores the advantages of new media marketing, summarizes its strategy model, and puts forward corresponding suggestions. On the basis of domestic literature, this study systematically reviews the research results on the optimization of new media marketing strategies in culture and tourism, and on this basis, puts forward new research questions and research directions. The research content in the field of tourism marketing is rich, and scholars discuss its development trend, strategy and transformation in the new media environment from multiple perspectives. Sara Dolnicar and Amata Ring emphasize the significance of consumer-centered^[1], Alamyran points out that marketing strategy should match consumer needs^[2], Daixiangjing proposes that traditional tourism enterprises need to match the personalized needs of modern consumers, and Li Xiaohua proposes that smart tourism and composite culture and tourism ecology chain are the development path of modern tourism market^[3].

2.2. Domestic and foreign tourism new media marketing research

Domestic and foreign scholars have extensively studied new media marketing, covering its concept, characteristics, value, strategies, and its application in the tourism industry, providing theoretical and practical guidance for industry development.

Tao Yuxin et al. (2018) analyze the differences between new media marketing and traditional marketing, emphasizing their practical value in enterprises^[6]. Hu Pan analyzes new media marketing strategy based on modern marketing theory, meeting customer personalized needs and improving market share. The personalized service of new media marketing helps enterprises to accurately locate target customers and improve satisfaction and loyalty.

Botha (2018) argues that new media marketing helps scenic spots establish an emotional connection with tourists and enhances the ability to communicate^[3]. Ma (2014) defines new media marketing as the marketing activities in the Internet environment, emphasizing its role in market expansion and profit growth^[4]. Xiao (2017) proposes that the interactivity and immediacy of new media platforms help enterprises to build close customer relationships and enhance brand loyalty^[5].

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Zhifang Jin (2022) believed that new media marketing combines with internet technology, and the content includes market research, brand establishment, etc., and the transmission can rely on a variety of strategies^[10]. The development of Internet technology has promoted the combination of tourism and new media technology. Park (2012) emphasized the importance of social media marketing in tourism^[7]. Leipeng Wang and Yijun Wang (2011) proposed that tourism enterprises

can enhance their brand influence through a variety of new media marketing methods^[8]. Chen (2011) deeply analyzed the impact of new media on the marketing of China's tourism market^[9].

3. Lushan new media marketing status

Lushan Culture Tourism is facing both opportunities and challenges in the tourism market. In 2022, Lushan received about 3 million visitors, with tourism revenue exceeding 2 billion yuan. To meet market demand, the group must innovate tourism products and improve service quality.

Lushan Culture Tourism should conduct a detailed analysis of market competition, develop tourism projects with distinctive features, such as eco-tourism, cultural tourism, and adventure tourism, for example, by launching in-depth experience tours themed around the tea culture of Lushan Mountain, so as to enhance the added value of products. Service upgrade needs to optimize service processes, and also introduce intelligent service systems, while strengthening staff training, so as to enhance the service experience. In addition, we should pay attention to sustainable development, implement green tourism strategies, and protect the environment.

4. Optimization of Lushan new media marketing strategies

To achieve unified management of tourism resources, Lushan has established the Huan Shan Culture and Tourism Group, integrating the six scenic spots around the mountain, achieving unified operation, marketing and management, centralizing the management of the six scenic spots, optimizing the allocation of resources, unified ticketing, product and service management, reducing costs, improving market competitiveness, protecting historical and cultural heritage, implementing centralized marketing strategies, expanding online channels, establishing internal supervision and quality control systems, using big data and cloud computing technology to monitor operations, cooperate with local governments and enterprises, and create a harmonious tourism environment.

4.1. Strategies for market and branding

Innovative strategies should be adopted in marketing and brand building by leveraging market segmentation, identifying target customer groups, providing customized products and services, enhancing brand awareness through digital marketing tools, focusing on story-telling marketing, tapping into historical and cultural resources, improving brand loyalty, and shaping a powerful brand image through marketing activities and high-quality tourism experiences.

Companies are adjusting their marketing strategies, and have achieved preliminary results by integrating traditional and new media resources. However, the survey results point out some problems in the practice of new media marketing, such as the lack of online interaction mechanism, low visitation and conversion rate of the official website of enterprises, serious user loss, and lack of timely information update. During the off-season of sales, new media promotion strategies are not fully utilized, which affects the user experience and traffic improvement.

The official website still has a certain brand awareness and user base, and its potential value needs to be developed. The application of WeChat marketing is still in its infancy, failing to fully use the potential of new media to shape the corporate brand image. Although the public account of WeChat is functionally rich, it mainly focuses on information release, and the promotion of corporate culture is not strong enough. The linkage between marketing activities is not strong, resulting in a low user conversion rate and a low willingness to share.

4.2. Integration Strategies of traditional marketing and new media marketing

The integration of traditional marketing and new media marketing is insufficient, which limits the expansion of business and the growth of market share. In addition, the lack of interactivity and the long processing cycle of comments have a negative impact on user experience and brand loyalty. Resource optimization and market expansion, scenic area development needs to focus on key areas, in-depth analysis, grasp the law of development, clarify the direction of development, and determine the main direction of development in response to new trends. Taking the development of the Yangtze River Golden Tourist Zone as an opportunity, we should innovate the system and mechanism, improve the strategic height, concentrate our efforts and resources to achieve major issues, in-depth analysis of resources, pay attention to tourism layout, implement strategic projects, promote transformation and upgrading and high-quality development, improve the quality of Lushan City's tourism resources and scenic spots, strengthen infrastructure construction and maintenance, and ensure the visitor experience. The protection of natural landscapes and cultural heritage should be strengthened, and cultural exhibitions and interactive experiences should be added to let visitors understand the history and culture of Lushan deeply.

Lushan has implemented diversified marketing strategies, organizing festivals and themed exhibitions to attract tourists. It also enhances brand influence through multi-channel promotion to strengthen the group's competitiveness. Finally, it leverages big data and artificial intelligence technologies to optimize tourism service processes, improve service efficiency and tourist satisfaction, and provide personalized experiences.

4.3. Strategies for product innovation and service improvement

In terms of product innovation and service upgrading, Lushan needs to develop tourism products with both local characteristics and cultural connotations to enhance the tourist experience, cooperate with cultural institutions to integrate various resources and create characteristic tourism projects, and use VR and AR technologies to provide immersive experiences, enhancing the attractiveness and competitiveness of products. At the same time, Lushan should continuously pay attention to the sustainability of tourism products to safeguard future tourism rights and interests. In the production and sales of cultural and tourism commodities, Lushan needs to promote local culture and develop online sales models to meet consumer demands, enhance brand value and promote cultural inheritance by hosting cultural festivals and art exhibitions, strive to improve service quality to enhance tourist satisfaction and shape a good brand image, and train professional tour guides and staff to provide multilingual interpretation services, ensuring that tourists obtain detailed information and high-quality service experiences. Additionally, Lushan can introduce intelligent navigation systems and online booking platforms to meet diverse needs, and collect tourist feedback to optimize service processes and facilities, ensuring that visitors have pleasant and unforgettable experiences.

5. Conclusion

Lushan cultural tourism has achieved remarkable results in the fields of tourism development, scenic area operation, and tourism services. Faced with fierce market and changing tourism demands, the group urgently needs to strengthen its innovation, marketing strategies, and service quality improvement, and adhere to the concept of sustainable development to enhance its core and promote the prosperity and development of the cultural tourism industry..

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