

A Study on Marketing Innovation of New Tourist Demands in the Age of Big Data

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Abstract: The arrival of the age of big data not only influences the living mode of people, but also has a great influence on the tourist marketing environment and marketing modes accordingly. All tourist enterprises should adapt actively to the revolutionary overturn brought about by the Internet technology to marketing, promote service quality, lower the marketing cost, increase the accuracy of target markets and find more accurate and effective marketing approaches through online technology.

1. Introduction

At the beginning of the 21st century, mankind entered the era of digital economy. With the development of Internet and wireless Internet, as an information-intensive industry, tourism corresponds naturally to information technology and the digital technology with Internet and information communication as the core initiated the second revolution of the whole tourism and changed profoundly the business, management and operation of the tourism, playing an increasingly important role in the development and flourishing of tourism. The essence of tour is just a living mode of people. The changing communication technology and network technology is changing profoundly the living concept and mode of people. Especially with mobile phones and other mobile terminals being popularized, all the tourist demands can be resolved quickly and simply through network and thus new trading modes and consumers' habits are derived. Tourist enterprises are faced with challenges from the changes in marketing environment, multilateral market competition and transfer from offline to online.

In reality, tourist enterprises attach great importance to marketing and its methods, but fail to take it as their key function for comprehensive implementation. For instance, they consider marketing as "organized execution of sale function". They keep an eye to "our products" and seek "our market" rather than having a foothold in meeting the customer demand, desire and value. In the age of big data, the marketing of tourist enterprises shall conform to the historical trend of the time, enjoy adequately the revolutionary turnover brought about by Internet technology to marketing, promote service quality, lower the marketing cost, increase the accuracy of target markets, find more accurate and

effective marketing approaches through online technology and obtain more breakthroughs and innovation and imaginary space with the online technology.

2. New Characteristics of Tourist Demands in the Age of Big Data

In China, the informatization of tourism started relatively late and the base is relatively weak, but with the rapid development of Chinese tourism and huge advantages of informatization, the informatization of the Chinese tourism shows a trend of catching up from behind. In touring, more and more people depend on such information technologies as Internet, WeChat, Microblog and mobile terminals, people are enjoying the abundant life brought about by information technology and attach more and more importance to spiritual pursuit and personality manifestation, and the modes and methods of tourist demands are also observed with new changes accordingly, showing new personalized characteristics.

2.1 Tourist demands become increasingly autonomous

With the IT means, tourists can inquire about the tour-related information at any time and any place, including tourist guide, tourist common knowledge, tourist news, introduction of travel agencies and hotel, overview of destination, introduction of resorts and scenery spot, folk life style, cultural activities, self-driving information and emergency treatment. Tourists no longer select blindly a travel agency and join ignorantly a group for tour, but with the main control right transferred from travel agency to tourists, they formulate, at their own discretion, the tour plan, set forth positively their demand and even arrange for the whole tour, including online booking of catering, accommodation and tourist spots. Due to the convenience and rapidness of IT means and increasingly personalized tourist demands, the independent consciousness for tourists is catalyzed.

2.2 Tourist consumption required interactive exchange and transparent information

With IT means being increasingly popularized, electronic platforms are generated for tourists to carry out free exchange in the tourist market. Through Internet, forum, blog, WeChat and other approaches, tourist exchange mutually post-tour feelings and their comments on destination, travel agencies and tour providers. In the traditional tourist market, the feelings of tourist consumers would only influence the surrounding relatives and friends, neighbors and colleagues and furthermore, asymmetric information between tourist demanders and suppliers caused the blindness of tourist demands. Now, tourists obtain trustful tourist information and data from the third parties and lower their purchase risk by browsing online information for comparison and selection. Tourists will no longer decide on the direction of their tour only by hearing the stories from people around, but obtain the first-hand data of tourism and latest comments of net friends through the professional tourist IT means. Tourists are changing from non-expertise buyers to expertise buyers and their buying conduct becomes more rational.

2.3 Connotation of tourist demands is deepened

With tourism developing, tourists' maturity increases. They are not only satisfied with obtaining information, but also wish to compare different supplies and obtain booking. They are no longer satisfied with lateral acceptance, but require for more interactive experiences. Leisure experience becomes the subject of demand and consumption and tourist demand becomes increasingly "advanced" and "deepened". Satisfaction of consumers from tangible value is weakened and the desire for spiritual satisfaction and self-development increases rapidly. Demand for tourist

experience also changes from pursuit for sensory experiences to the pursuit for comprehensive experiences of spirit, emotion, wisdom and other profound connotation.

3. New Tourist Demand Hastens Marketing Innovation

The final purpose of marketing is not to show the strength of enterprises or represent the advantages of products, but to solve the problems of customers and satisfy their demands. In the age of big data, the new characteristics of tourist demand sets forth higher requirement for marketing and creation of tourist enterprises.

3.1 Develop targeted and precise marketing ideas according to needs

Tourist demand of tourists differs much due to their personality difference. Satisfaction of personalized demands shows prominently the combination of marketing mode and network of tourist enterprises marketing. For instance, when tourists log in, on one tourist website, their membership information or inquiry information, the website collects personal demand and preference, by inducing the inquiry records of tourists, and sort out the tourist demand information fitting in with the personal characteristics of tourists. By accurate marketing, the marketing entities promote the marketing efficiency.

3.2 With the network technology, provide the platform for consumers to participate in marketing management

From marketing entity, tactic design to tactic execution, make adequate use of massive network users base of Internet and advantage for bilateral interaction, intensify the interaction and communication with consumers, establish the concept of real-time information interaction with consumers and help consumers to participate in the tourist marketing management. Tourist enterprises establish the subsystem of marketing communication on the electronic platform, ensure the platform smoothness and exchange with customers, realize information interexchange, guide consumers for free discussion, understand their intention and personalized demands in a dynamic way, and design products more suitable for demands. Additionally, the relevant information of enterprises, e.g., corporate culture, business development and service items, is delivered to consumers so that they understand the value of the products to buy and eventually promote the transition from cognition to consumption.

3.3 Create more marketing modes by deploying IT means

Deployment of marketing means based on media characteristics becomes flexible and diversified according to the market demand. For instance, Microblog marketing carries out the multi-level promotion and marketing by means of forwarding and commentary mechanism. In network communication marketing, tourists will often enquire tourist information online, release tour notes, recommend products, invite friends for a tour, enquire for assistance, and appreciate pictures. In terms of network visual marketing, the integration of video and network is advantageous for high impression, diversified forms, rich contents, good interaction, fast spreading and low cost. The sale system meets the functions of online trading, order processing, payment processing, and after-sale service. New marketing mode is based on Internet technology, being upgraded from product-focused marketing to customer-focused new marketing concept and promoting the whole value change by multi-element delivery of information. As an open platform, network provides enterprises more beneficial, cost-effective or alternative marketing modes as compared with the tradition propaganda

mode. As long as creative and finding a good starting point, benefits will be obtained unexpectedly.

3.4 Carry out the considerable and appropriate customer relationship management with the relevant technology

Establish the subsystem of customer relationship management, make use of user orientation, accurate market marketing technology and wireless and location-related technologies for recording and tracking the basic data of customers, tracking the procedures of customer order, studying the classification and trend of customer market, and carrying out online analysis of customer data to provide support for decision making. To some extent, actualize the automation of business procedures and calculate, analyze and classify the customer information, and sort out the tourist demands in a short period of time through IT media. The products and services each tourist obtains from the marketing system also differ. The system also feeds back the opinions of customers, and provides customers with real-time information, forming a good interaction and carrying out more accurate and effective customer relationship management. Surely, it is severe challenge to establish the effective customer information system, search and protect privacy. It is prominently advantageous to show customers information they need and trust.

4. Conclusions

Marketing is a kind of service. Careful service for customers is itself a strong marketing method. All products and services should be human-focused and customers-considered for an outstanding marketing effect. In competition, the service factor already substitutes products and prices to become the new focus of market competition. Since tourism is a service-type industry and consumers are the core of enterprises, tourist enterprises should establish internally the service-oriented operation value, innovate continuously service concept, service mode and service techniques, and promote continuously service level. Tourist service is highly professional. Since the touring course is full of changes, any unitary service means cannot meet the demands of consumers. It is a complete service process covering the whole travel, prior, underway and afterwards. The “service mode” in marketing should start with the different agendas of customers and arrange properly for the time. It will be the best to sort out the different free time of different customers and then schedule reasonably as per sequence. But to provide service to different customers, it is necessary to have a clear picture of the demand features of different customers. For instance, since highly autonomous customers are not in need of consultation and options from time to time, it is not necessary for the marketing system to insist on use of “personalized service” to avoid causing any tension and psychological pressure to the customers. All in all, based on the quality products, it is necessary to handle properly the human factors and keep an eye on the quality service so that customers can experience harmonious and perfect service process.

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