

Promotion of Patriotic tourism in the Background of Big data analysis

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Abstract: Patriotic tourism and other types of tourism have great differences, and their promotion and marketing have their own characteristics. Many promotion and marketing methods of other tourism products are not applicable in patriotic tourism. "Precision" is the promotion and marketing direction of patriotic tourism products. The use of big data analysis can greatly enhance the benefits of patriotic tourism. This paper starts with the analysis of patriotism as the theme of tourism and the purpose of precision marketing, and explores how to use big data analysis to promote the promotion and marketing of patriotic tourism products.

1. Background of the patriotic tourist attractions

The patriotic tourist attractions are the memorial and landmark formed by the great achievements of the country and the nation during the war or construction period. These attractions are laden with the history and the deeds and the spirit of those heroes. Participating patriotic tourism is a behavior in which people go to these places to commemorate the heroes of the country or the nation.

Although patriotic tourism is also a type of tourism, patriotic tourism is a relatively special tourism. People travel for a variety of purposes including leisure, entertainment, vacation, visiting relatives, business, professional visits, health care and religious worship. There is a great similarity between patriotic tourism and leisure tourism, but the two are very different in emotion in nature. Whether leisure tourism is a tour of the magnificent natural scenery, classical, elegant human architecture, or a variety of adventure activities that stimulate thrills, in general, people are pursuing a more pleasant personal feeling. But the patriotic tourism is not the same as leisure tourism. "In the whole process, patriotic tourism is not the pursuit of individual pleasure, but the feeling of a collective action towards the state or the nation." [1] To put it simply, leisure tourism is more about personal experience, but patriotic tourism is more focused on collective factors. People find pleasure in leisure tourism, but People feel touching in patriotic tourism.

Because of this difference, the way of promoting and marketing the patriotic tourism is very different from that of leisure tourism. The way of promoting and marketing the leisure tourism often does not have any effect on patriotic tourism. Leisure tourism is designed to be enjoyable, so the whole process of promotion and marketing is centered on pleasure. The promotion and marketing of operator in the entire industrial chain engaged in this type of travel industry is centered on pleasure. The agent always tell the travel customers that once they purchase this travel product, they will be happy. The content of the service is the element of creating pleasure, the purpose is to satisfy the mood that you want to be happy, and the most successful leisure tourism products are these which create more imaginative pleasure for the tourists. However, this model is completely inapplicable for patriotic tourism, because such tourists have a certain understanding of patriotic tourism. Some of the tourists are even expert-level figures, thus they go to these patriotic tourist attractions often not to obtain unexpected surprises. They go to the patriotic tourist attractions as they want to concrete their abstract feeling towards the memorial and landmark which has been familiar in books, photos, audio and video.

Because people's purpose of tour is different, those patriotic tourism operators will find huge deviations if they promote and operate according to leisure tourism. First of all, in terms of the promotion of suitable people, if their patriotism is relatively weak and they are not very familiar with or not interested in patriotic tourist attractions, no matter what it means, it is difficult to achieve the effect of promotion. The premise of touching is to understand, if they do not have a basic understanding towards the attractions, it has no effect no matter it is mandatory advertising or soft product placement. There is no doubt that the existence of such a large number of ineffective promotions will inevitably increase the cost of promotion. Secondly, the main purpose of people who participate in patriotic tourism is to get touching rather than other feeling. "Comfort is generally a basic requirement in leisure tourism, but comfort is not applicable when it comes to patriotic tourism." [2] Participating in patriotic tourism requires resonance with historical figures and historical events, and the same experience or similar experience is often more resonating. The consequence of pursuing comfort is that tourists don't have the strong patriotic feeling after the tour, and the patriotic tourism without patriotic feeling is basically a failed tour. In the background of the information age, big data is an indispensable and important part of all walks of life. Tourism in the information age has also undergone earth-shaking changes and convenience, accuracy, interactivity, and individuality have become new features of tourism consumption. With the help of big data and the characteristics of patriotic tourism, the precision marketing is crucial for the development of the patriotic tourism market. For the attractions of patriotic tourism, the direction of development will undoubtedly be the precision marketing in the background of big data. Big data can advance the development of red tourism from three aspects.

2. Ensuring the Accurate Development of the Patriotic Tourism Product

The development of patriotic tourism products must revolve around related historical events, and these historical events are unique, so the patriotic tourism products are almost unique. Therefore, such tourism products are difficult to learn from each other, and tourism projects in other regions are difficult to have reference value. The emergence of big data technology provides a clear direction for product development, which can optimize tourism resources and foster the most popular tourism products with high quality, high experience. From the analysis results of the data, it is easy to judge which types of tourism product are more favored, and which type of tourism product are ignored by the tourism market. For the product that is favored, it can continue to be refined and deepened, and operator can continue to develop related tourism products. Although patriotic tourist attractions often have limited space, more space can be provided for the more popular tourism products. According to big data analysis, operator can allocate resources better.

3. Accurate Positioning of Visitors at Attractions

"Other tourism is universal and popular, but patriotic tourists tend to be relatively small-scale." [3] The identity, the occupation, the age and the consumption level of the tourists are a series of basic problems that the operators of the tourism products need to know. In the past, this was a very troublesome problem. Operators could only estimate the data, but now they can use big data to analyze tourists. According to their gender, motivation, education level, preferences and other information, operators conduct accurate patriotic tourism marketing activities for different types of tourists. They use digital and informational methods to analyze and classify these tourists, grasp the consumption level and consumption habits of tourists and rational price tourism products, obtain better economic returns, and adjust the cost accounting and income of tourism products at any time.

4. Accurate Predictions on the Number of Seasonal Tourists

Estimating the number of tourists is an extremely complex problem. Patriotic tourism and leisure tourism are very different. The peak season depends not only on the existence of holidays or the

length of holidays, but also on the association with historical figures and historical events. The emergence of big data can predict the number of tourists in the peak season and the off season more accurately. For example, big data can analyze the number of tourists in similar attractions, the number of tourists in other attractions of the same holiday, the number of short-term foreign tourists, and the traffic flow. Because big data can get a more accurate forecast of the number of tourists, the operator can reasonably arrange the venue, transportation and catering.

5. Accurate Promotion of the Red Tourism Market

The accurate promotion of the patriotic tourism market requires a clear positioning. Operators need to conduct pointed marketing and promotion methods for different tourist marketing and groups. In the background of big data, accurate promotion can improve the effectiveness and pertinence of promotion, and let big data play a finishing touch in the accurate promotion. The biggest advantage of big data technology is that operators can get an effective feedback mechanism through big data analysis. Generally speaking, no tourist attraction promotes its tourism products in only one way, one scheme and one platform, but the effect of promotion of different tourist attractions is difficult to compare. Through big data analysis, operators can easily analyze what kind of publicity is better. They can choose better solutions from multiple solutions, choose better platforms from multiple platforms, and choose the best way to promote from many ways.

6. Optimizing Peripheral Tourism Products.

When tourists participate in patriotic tourism, they do not exclude other types of tourism. Similarly, many tourists do not exclude patriotic tourism projects when they participate in other tourism projects. In fact, tourists often prefer a multi-theme tour. Through big data analysis, operators can count the surrounding tourism projects that tourists choose independently, and get the frequency of the selected tourism products, so as to carry out pointed promotion and linkage. Patriotic tourism and other tourism not only have a competitive relationship, but also a cooperative relationship. "Through big data analysis, operators can get a reasonable promotion plan and afford reasonable Promotion costs when they cooperate with other tourism projects." [4]

Big data also plays an important role in the production, sales, price positioning, price adjustment, the elimination of tourism product and the production of peripheral tourism products. When there is no big data analysis, they are often based on experience and impression, and the patriotic souvenirs have strong regional and exclusive characteristics. Therefore, a patriotic souvenir can often be sold in only one place. Therefore, once the design of the souvenir is unreasonable, the product is too much, and the price positioning is not suitable, it will result in a backlog of products. If the amount production is too small and there is no sufficient supply in the peak season, it will result in supply shortage. The emergence of big data has greatly reduced frequency of the product backlog and supply shortage.

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