

# EVALUATION OF DOMESTIC AND FOREIGN TOURISM DESTINATION MARKETING

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**Abstract:** By sorting out the existing literature in core journals at home and abroad, a comparative analysis of domestic tourism destinations was conducted from five aspects: tourism destination image, tourism destination marketing organization, tourism destination marketing information technology, tourism destination promotion and tourism destination marketing entities. The current status and research results of foreign tourism destination marketing research are carried out, and research evaluation is carried out on this basis, aiming to provide some reference for tourism destination marketing research.

**Keywords:** Tourist destination marketing; Research progress; Evaluation

## 1 INTRODUCTION

The application of marketing theory in the field of tourism is mainly reflected in two levels: one is the product marketing of tourism enterprises (including tourism attraction marketing, tourism hotel marketing, tourism catering marketing, travel agency marketing and other fields directly or indirectly related to tourism); Tourism destination marketing. Tourism enterprise marketing is similar to enterprise product marketing in other industries, and it is also a subject of much research in academia. Tourism destination marketing is obviously in the nature of public product marketing, and its research results are significantly less than those of tourism enterprise product marketing. In the past ten years, with the accelerated pace of global civil aviation, high-speed rail, highway and other infrastructure construction and the increasingly perfect public transportation system, tourism activities have become a basic living need for people of all countries. When people travel, they pay more and more attention to and choose destinations, which also reflects the importance of tourism destination marketing. Therefore, it is necessary to sort out and compare the relevant research results of domestic and foreign tourism destination marketing, summarize the problems existing in the existing research, and provide relevant scholars with Provide necessary references in this research area.

## 2 OVERSEAS RESEARCH PROGRESS

The author focuses on two well-known SSCI tourism research publications in the world, namely "Tourism Management" and "Annals of Tourism Research". By sorting out the relevant literature published in these two journals over the past 20 years, we can know that the relevant research on foreign tourism industry marketing is mainly reflected in two levels: one is marketing at the tourism enterprise level, and the other is marketing at the tourism destination level. Although there have been studies involving tourism destination marketing as early as the 1970s, the research results are obviously much less than those at the tourism enterprise level. Since the early 1990s, relevant research results on tourism destination marketing have gradually increased. The author selected 23 more contemporary articles from the above two publications.

Comparative analysis was conducted on the representative articles, and the relevant results are shown in Table 1.

In Table 1, tourist destination image is a topic that foreign researchers are more interested in. Pike S (2002) once wrote that from 1973 to 2000, 142 papers on tourist destination image were published, which is the largest number in the field of tourist destination research [1]. With the rise and popularization of the Internet, foreign researchers have become keenly interested in the application of modern information technology in tourism destination marketing. Destination Marketing System (DMS) ①, Global Distribution System (Global Distribution System (GDS), Computer Reservation Systems (CRS), tourism electronic media (e-Mediaries), destination online marketing (Internet marketing / Online marketing / Web marketing) and other related research The results are increasing. Among them, DMS is particularly important because this government-led marketing system has been used in more than ten countries including the United States, the United Kingdom, Australia, Germany, Switzerland, Finland, and Singapore and has achieved certain results, and it has become a developed country. It is a relatively mature tourism marketing model in the country, and related research is also relatively in-depth.

**Table 1** Comparison of key research contents on foreign tourism destination marketing

field of study	representative figure	main content
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Travel purpose image of land	Bramwell et al, 1996; Mackay et al, 1997; Baloglu et al, 1999; Bigoe et al, 2001; Kim et al, 2003; Bddrli et al, 2004; Mercille et al, 2005; Grosspietsch M, 2006[2] - [13].	Factors influencing destination image; Destination image and tourist consumption behavior; No. Compare with destination image
Travel purpose		Destination Marketing Alliance Group
local marketing group	Palmer et al, 1995; Chen et al, 2005[14-16].	Reason, type, development of construction
weave		Development stage, alliance performance
Travel purpose	Wober KW, 2003; Ritchie et al, 2002; Buhalis D, 2000; Cano et al,	destination marketing system; purpose
local marketing letter		local internet marketing;virtual
information technology	1998; Doolin et al, 2002; Wang et al. al, 2004[17] - [22].	Proposed tourist community
Travel purpose local promotion	March R, 1994; Mackay et al, 2006[23] - [24].	Advertising, sales promotion, public relations and other tourism purposes Common methods of local promotion

Expanding the research provides new propositions. In order to have a deeper understanding of the current status of domestic research, the author adopted the method of directly entering "tourist destination marketing" as the keyword in the title of the search in the China Academic Journal Network (CNKI) (as of 23:06 on May 30, 2015 points), a total of 497 search results were obtained. Among these 497 documents, there are academic papers published in well-known domestic core journals or authoritative journals such as "Journal of Tourism", "Human Geography", "Tourism Science" and other publications, as well as master's theses and doctoral theses from major universities. There are also theoretical articles in China Tourism News or papers exchanged at international conferences, which illustrates the importance of tourism destination marketing in China.

has received relatively widespread attention.

### 3 DOMESTIC RESEARCH PROGRESS

Compared with foreign countries, domestic tourism destination marketing research lags far behind. Existing literature shows that the initial stage of domestic research on tourism destination marketing was the late 1990s. In November 1998, Wang Lei and Liu Hongtao published an article "New Concepts in Tourism Marketing: Tourism Destination Marketing" in "Tourism Science", which was the earliest paper named "tourist destination marketing" in China [25]. Although this article does not elaborate on the concept of tourism destination marketing,

The author further conducted a comparative analysis of the above-mentioned relevant literature appearing in CNKI. First, pure news reports or small papers with weak academic content were eliminated, leaving about 300 comparative articles. Documents with research value were selected, including 85 core journal papers, 10 doctoral theses<sup>②</sup>, 5 conference papers, and 20 newspaper theoretical articles, totaling 120 documents (relevant statistics are shown in Table 2).

Very similar to foreign research trajectories, relevant research on domestic tourism destination marketing also starts from the image of tourist destinations. In the mid-1990s, the famous domestic tourism scholar Chen Chuankang (1996)[26] introduced the CIS system commonly used in the corporate world into tourism destination image planning, and proposed the idea of using local context to enhance the destination image.. Two years later, Chen Chuankang's doctoral student Li Leilei (1998) wrote an article to discuss the issue of urban tourism image design [27], and based on this, the first domestic monograph "Tourism Purpose" that systematically discussed the image planning of tourist

destinations was formed. Land Image Planning: Theory and Practice"<sup>③</sup>. Since then, a large number of research papers focusing on the concept and connotation, formation mechanism, measurement, design, promotion and communication of tourist destination image began to appear. Typical representatives include: Wang Lei and Liu Hongtao (1999) [28] ; Cui Fengjun, Mongolian Army (1999)[29] ; Wu Bihu, Song Zhiqing (2001)[30] ; Huang Zhenfang, Li Xiang (2002)[31] ; Li Yanqin, Wu Bihu (2004)[32] ; Bian Xianhong, Zhang Shufu (2005)[33] ; Li Hong(2006)[34] ; Cheng Jinlong (2007)[35] ; Qu Ying, Li Tianyuan (2008)[36] ; Zou Tongju (2012)[37], etc.

**Table 2** Statistics of research literature related to tourism destination marketing selected by the author

source	Quantity (unit: pieces)
"Journal of Tourism"	37
"Travel Forum"	11
"Journal of Beijing Second Foreign Languages"	8
"Tourism Science"	5
Core journal articles "Business Economics Research"	4
"Tourism Research"	4
"Human Geography"	5
"Economic Geography"	2
"Journal of Xi'an Jiaotong University" (Social Science Edition)	1
"Nankai Management Review"	1
"Geography and Geographic Information Science"	3
Nankai University	2
Yunnan University	1
PhD thesis Wuhan University	3
Zhejiang University	1
East China Normal University	2
Graduate School of Chinese Academy of Sciences	1
Marketing at the 8th China Management Annual Conference 2013 branch	1
"Problem Orientation and Theoretical Construction"—2012 China Travel Travel Science Annual Conference	1
Proceedings The 14th National Regional Tourism Development Academic Conference in 2009 Seminar and the Second Hainan International Tourism Island Forum	1
2006 Academic Annual Meeting of the Chinese Geographical Society	1
2004 Research on Scientific Outlook on Development and Regional Tourism Development —The 10th National Academic Research on Regional Tourism Development discussion	1
newspaper theory article China Travel News	19
East China Travel News	1

In terms of information technology and tourism destination marketing research, since my country only began to promote the tourism destination marketing system (DMS) in 2002, its research only involves the functions, characteristics, advantages and operations of DMS [38], such as: Liu Shaohua and Lu Zi (2004) took the Dalian Tourism Network as an example to study the regional integration function of the tourism destination marketing system [39] ; Wang Youcheng (2009) selected the Internet marketing system of the United States Convention and Visitors Bureau as the research object, trying to learn from the virtual The conceptual model of destination marketing system functions is constructed from four aspects: information space, communication space, transaction space and relationship

space [40]; Hu Wenwen and Zhang Yin (2010) innovatively constructed a multi-level fuzzy comprehensive evaluation model of DMS and evaluated Shenzhen DMS. A quantitative study was conducted on marketing effectiveness [41]. Very similar to foreign countries, with the rapid development of the Internet, destination online marketing has also become an object of greater concern to domestic researchers. Its research content involves the construction and use of tourism destination online marketing websites and other issues. For example, Ma Yong and Zhou Juan (2003) discussed the transaction model of the e-commerce model of the Three Gorges tourist destination from the perspective of e-commerce development trends [42]; Jin Zhun (2006) analyzed the tourism destination marketing ecosystem in the Web2.0 era The establishment method [43]; Mei Nan and Yang Pengpeng (2010) analyzed and discussed the main types, functions and network governance mechanisms of the joint marketing network of tourist destinations [44]. Due to the close relationship between tourism destination marketing and advertising, public relations, media, etc., tourism destination marketing communication tools and promotional methods are also the focus of domestic research. For example, Cheng Weiguang (2002) specifically studied the theoretical and practical leap of caravan marketing in China [45]; Liu Danping (2004) analyzed the relationship between tourists, photography festivals (competitions) and tourism destination marketing, and proposed the tourism Some strategies for festivals to increase destination market influence [46]; Cui Fengjun (2004) conducted a special study on the marketing effect of city image TV advertising [47]; Guo Lufang (2006) introduced integrated marketing theory into tourism destination marketing. and summarized its success factors [48]; Chai Haiyan (2011) systematically analyzed domestic tourism destinations through classification, coding and statistical analysis of posts on three major tourism forums (Sina, Tianya and Tongcheng) For the basic situation of online word-of-mouth marketing, a model of online word-of-mouth communication power of tourist destinations was proposed [49]; Zhu Hongduan (2011) analyzed some applications of virtual tourism in tourist destination marketing [50]. There are relatively few domestic studies on the main body in tourism destination marketing (who is leading tourism destination marketing), that is, the marketing alliance organization referred to in foreign studies. Among the limited literature, Chi Xiongbiao (2003) specifically discussed the theoretical basis of government behavior in tourism destination marketing, believing that under the conditions of market failure, the government has an active role in shaping the image of tourism destinations and solving problems such as information asymmetry. Significance [51]; Fan Linlin (2004) pointed out that the government's tourism destination marketing behavior is actually an act of producing public goods, and on this basis, a tourism destination government product marketing system was constructed [52]; Gao Jing, Zhang Yonggang (2007) believe that there are many problems in the domestic tourism destination marketing model of a single entity, which is mainly responsible for government departments, and that we can try to establish a collaborative mechanism of diversified marketing entities [53]; Huang Anmin (2008) combined the experience of Wuyi Mountain to explore the government's role in tourism destination marketing. The role of tourism destination marketing in tourism destination marketing pointed out the importance of building a tourism destination marketing platform [54]; Geng Qinghui (2009) mentioned the government marketing strategy and its science of tourism destinations in a short article in "Journal of Tourism" Evaluation method [55]; Yao Chaojun (2013) took Tonglu as an example and introduced the practical experience of government and enterprises working together to create a tourist destination brand [56].

#### 4 DOMESTIC AND FOREIGN RESEARCH EVALUATION

First, overall, the research ideas on tourism destination marketing at home and abroad are generally similar, but domestic research lags behind foreign research. In terms of research content, foreign research is much more extensive and in-depth, and pays more attention to the basic theoretical research of tourism destination marketing; in terms of research methods, foreign countries pay more attention to quantitative research, and domestic research is also actively following up, but there is a difference between quantitative research and qualitative research. In terms of application, domestic people tend to blindly use measurement tools and mathematics. Models have led to many studies becoming increasingly obscure and difficult to understand. Second, domestic research is still relatively weak in terms of tourism destination marketing brand positioning, implementation entities and marketing models. Tourism destination marketing is different from the marketing of FMCG, digital products, automobiles and general service products. Due to differences in systems, national conditions and other general environments, foreign research results may not be applicable to the practice of tourism destination marketing in my country. Therefore, general marketing theories and foreign tourism destinations must not be copied local marketing experience. Third, tourism destination marketing requires the scientific establishment of tourism destination brands and the scientific use of advertising, public relations, sales promotion, personal selling and other marketing techniques based on market analysis and product analysis. Section, scientifically integrates various media resources and channel resources, covers a wide range of areas, and is highly professional and technical. Therefore, it is necessary to conduct in-depth research on the actual geographical, cultural, economic and political systems of our country's tourist destinations, use the basic theories of tourism and marketing to innovate the tourism destination marketing model, effectively solve some specific problems, and promote regional Tourism economic growth.

#### COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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