



**DISCUSSION ON THE NEW MARKETING CONCEPT OF TOURISM
ENTREPRISES IN CHINA -- IN CASE OF CYTS**

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ENTEPRISES IN CHINA -- IN CASE OF CYTS**

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ABSTRACT

Title: Discussion on The New Marketing Concept of Tourism
Enterprises in China--- In Case of CYTS

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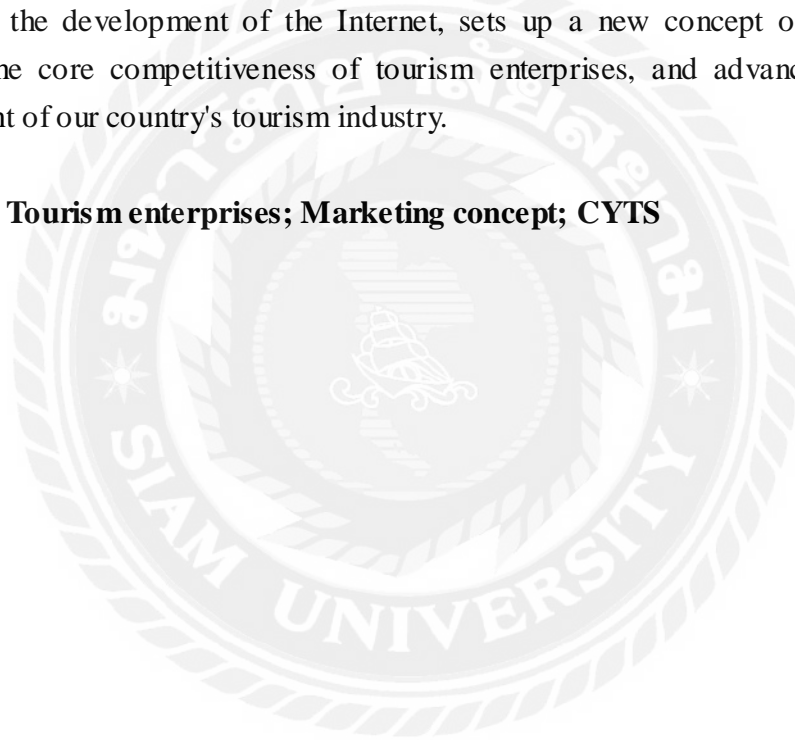
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Based on the present situation of the development of tourism enterprises in China, this paper analyzes the current situation and shortcomings of the marketing concept of tourism enterprises. Based on the analysis of the marketing concept of the tourism industry enterprises, the paper puts forward a new marketing concept and connotation of the continuous development of our economy and the improvement of people's standard of living. Travel is an important way of life. The connection between tourism and people's life is more and more closely. The demand for leisure and recreation is more intense, the demand of tourism is becoming more and more diversified, and the rapid development of the market demands more demand for tourism enterprises. With the development of tourism enterprises and the promotion of management level, there are many well-known tourist brands. In this process, there are some rich tourist resources, and there is a certain difference in the marketing management level and marketing concept of tourism enterprises compared with the surrounding tourism environment and the gap. Some tourism-related institutions, outside organizations are not fully involved in tourism marketing activities, the rapid development of the Internet, the rapid development of online tourism, and the tourism enterprises have brought opportunities and challenges, effectively solve the new challenges of tourism

enterprises, in the new economic situation Core competitiveness has aroused the thinking of enterprises and scholars

Facing the changing market, the traditional concept of tourism marketing is becoming more and more popular with the market, the development of market economy and the promotion of people's living standard, people's demand for spiritual and service experience is higher and higher, which requires the use and improvement of new marketing ideas The way of tourism management is to adapt to the development of market economy, introduce new marketing concept in tourism and adapt to the needs of economic development under the new situation. The new marketing concept promotes the importance of the Internet, insists on green marketing, customizing marketing, attaches importance to the experience of customers, grasps the industry opportunities brought by the development of the Internet, sets up a new concept of marketing, promotes the core competitiveness of tourism enterprises, and advances the new development of our country's tourism industry.

Keywords: Tourism enterprises; Marketing concept; CYTS



摘要

题目：我国旅游企业的营销新理念探讨---以中青旅为例

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本文从我国旅游企业发展现状出发，分析旅游企业营销理念的现状和存在的不足，以旅游行业企业中中青旅为案例进行营销理念的分析，提出新的营销理念和内涵我国经济的不断发展，人们生活水平的提高,外出旅游成为人们重要生活方式。旅游和人们的生活联系越来越密切，人们对休闲娱乐的需求更加的强烈，旅游需求服务越来越多样化，市场的快速发展，对旅游企业提出了更多的要求。随着旅游企业的发展壮大，经营管理水平的提升，出现了很多的知名旅游品牌，在这个过程中实践中一些丰富的旅游资源,与周边的旅游环境相比，旅游企业的营销管理水平和营销理念之间存在一定的差异和差距。一些旅游相关机构、外部组织未充分有效地参与到旅游营销活动中去,互联网的快速发展，在线旅游等的突飞猛进，给旅游企业带来了机遇和挑战，有效的解决旅游企业面临新挑战,在新的经济形势中建立核心竞争力，引起了企业和学者的思考。

面对不断变化的市场，传统的旅游营销观念越来越受到市场的挑战，市场经济的发展和人们生活水平的提高，人们对精神和服务体验的要求越来越高，这就更多要求旅游企业进行新的营销理念的运用，改进旅游管理方式，以适应市场经济的发展，在旅游中引入新的营销理念，适应新形势下经济发展的需要。新的营销理念提倡互联网的重要性，坚持绿色营销、定制营销，重视客户的体验，把握互联网发展带来的行业机遇，树立营销新理念，提升旅游企业的核心竞争力，以此不断推进我国旅游行业的新发展。

关键词：旅游企业；营销新理念；中青旅

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DISCUSSION ON THE NEW MARKETING CONCEPT OF TOURISM ENTREPRISES IN CHINA -- IN CASE OF CYTS

CHAPTER 1

INTRODUCTION

1.1 Research background

1.1.1 Social context

In recent thirty years, our country's rapid economic development, people's material life and spiritual life have been greatly improved, tourism leisure and entertainment has become a very important content of people's daily life, and thus promoted the rapid development of the tourism industry, a group of tourism enterprises in this round of economic development Growing up in the exhibition. As an important part of modern service industry, tourism plays an increasingly important role in promoting economic development, promoting employment, providing people with leisure and relaxation, and has become one of the major pillar industries in China's economic development.

China's tourism resources are rich and can be said to be a great tourist industry. With the development of economy and the rapid development of tourism, the market competition is becoming fiercer and fiercer. With the reform and opening up of our country, the level of opening to the outside world has been increasing, and foreign tourism has become more and more popular in recent years In addition, domestic tourism enterprises should not only do their own tourism business development and service level promotion, At the same time, the people's increasing tourism demand and better experience, The tourism enterprises have put forward higher requirements, In the open market, Foreign tourism enterprises management experience, And I As a new growing enterprise group, national tourism enterprises have not become competitive in the operation, development and management of tourism enterprises, bringing new market factors to the development of domestic tourism industry. Tourism recreation is a daily important consumption activity, besides the geographical factors, the integration

of resources, its own service and experience, the market situation has changed a lot, as the service of the tourist industry as the core competitiveness of the tourism enterprise market competition, and into the new marketing theory Read more and more of it in today's fully competitive tourism market pattern in the prominent position.

The constant development of society, the concept of enterprise marketing and the change of values, the history of the development of marketing is the process of constant updating.

As an integral part of ideological consciousness, the concept of marketing is closely related to economic life time, and is affected by production and economic development. Therefore, the marketing concept must be constantly changing and developing, reviewing the process of marketing ideas, first with the guidance of producer, consumer orientation, and gradually turning It is the orientation, value-oriented, value-oriented, sense of mission as the core of value, and the marketing of the society becomes the direction of development in the new period. Corporate social responsibility and humanistic spirit are the main core of the new concept of marketing, fully carry out green marketing, service marketing, word-of-mouth marketing, relationship marketing, emphasize the enterprise in marketing activities, both to fully understand the demand of the market and consumers, to realize the enterprise's profit and development, also We should fully pay attention to the natural ecological balance; in the course of providing services, the product, the behavior of the service, the marketing mix and the quality of the service, let the customer fully enjoy the experience of the product, get the spiritual enjoyment, pay attention to the brand promotion of the product, pay attention to the processing To deal with the relationship between stakeholders and handle these relationships as the core of corporate marketing. In order to fully conform to the direction of marketing development and actively integrate into the marketing environment, this is also the requirement of the essential attribute of tourism activity, and the tourism industry also pays more attention to the application of marketing new ideas, and has become more and more extensive in the development of enterprises.

1.1.2 Industry background

In 1998, the government's economic conference emphasized the importance of tourism as one of the most important industries in the national economy, which has begun to focus on tourism as one of the industry's long-term strategic development, which means that the state has begun to attach importance to and plan the development of the industry, and in 2009 the, government issued With regard to speeding up the

development of tourism industry, it is further emphasized that tourism should be developed as a pillar industry of the national economy and that tourism should be regarded as an important part of modern service industry, and put forward the establishment of our country as a world tourism power (Bass, 2007).

With the development of economy and society, people's social life has entered a new era of development. In the new stage of economic development, the new opportunities and challenges for the tourism industry will be different from the previous situation, so as to fully grasp the opportunities brought by the economic development cycle and solve the development of the industry. The problem of tourism enterprises need to think about the important topic, which has aroused the attention of industry researchers and market people, China's tourism resources are rich, but there are more problems in the development and utilization of tourism resources in the tourism market, the construction of tourism projects, the quality and the standard of service, the service specification. With the convergence of promotional means, the market competition is becoming fiercer and fiercer. In the new stage of economic development, the new marketing concept is the inevitable choice for future tourism development.

The development of tourism has a long history, and the economic situation has been constantly changing, and the consumption preference of people's entertainment and leisure is also changing, and people pay more attention to the spirit of relaxation and personalized experience. In the global economic integration today, the competition in the tourism industry can be foreseen. With the rapid development of economy and the rapid development of economy since the reform and opening up, the tourism enterprises have seized a good time. With the development of opening up, the tourism industry faces a wider market, the domestic and foreign tourism industries. In the process of vigorous development, for the tourism enterprises to provide a good market opportunity, the economic structure of our country is further optimized, the enterprise management level has been improved, the tourism products are becoming more and more abundant, the tourism industry in our country has entered a new period, the market situation constantly changed, In the face of more intense market competition, the traditional marketing concept of enterprises is challenged.

Therefore, the original marketing concept has been unable to adapt to the current market development needs, will affect the development of tourism enterprise's own competitiveness. Under the current economic development, tourism industry has become an important pillar of local economic development. The market competition of the tourism market has entered the fierce competition. Tourism marketing is an important way to develop the tourism market. There are many factors influencing the

development of tourism. The new concept of marketing helps to boost the development of tourism enterprises during the new period.

Nowadays, tourism has become an important choice for people's daily life, and the tourist attractions in the scenic area usually have a surge in tourist concentration period, and from the present situation, the tourist attractions and customer service levels still need to be improved, especially the construction and operation level of the scenic area, and The industry norm service of travel agency has always been the focus of people's attention in the tourism industry, some non-standard, forced consumption and other phenomena still see the end of the newspaper. At present, the demand of leisure and recreation is the focus of the development of immature and unstandardized tourism enterprises. The problem, this also partly explains some tourism enterprises, the number of tourists, but the economic benefits and the market reputation, but did not get a good improvement, tourism is the service industry, at present our tourism industry is in a rapid development, the enterprise's marketing concept, service consciousness, and so on. Not very good promotion, these problems affect the competitiveness of our country's tourism enterprises, and also affect the development of the industry, I think, some big transnational tourism companies in this area have more successful experience, we can draw lessons from, in combination with the market development situation, into the new marketing concept, will have a positive effect on our country's tourism enterprises.

1.2 Research meaning

1.2.1 Theoretical meaning

Marketing concept is the guiding ideology of enterprise in organization and management practice. It is the standard code of conduct in the development of enterprise. It is the embodiment of business philosophy and thinking method. It is of great significance to plan, guide and restrain the marketing activities of enterprises as a whole. The concept of enterprise marketing is the value of enterprise's survival and development. It can provide guidance for enterprises to formulate a more scientific marketing strategy, and enhance the efficiency of tourism enterprises to resource utilization, and is a strong theoretical weapon to participate in the market competition.

With the rational development of tourism and the fierce competition of tourism market, tourism marketing concept is an important function strategy in tourism development. Under the current complex market environment, as an important service

industry, the majority of enterprises tend to focus on marketing from the technical level, focusing on the design of various marketing activities, the short span of time span, and the lack of systematic planning for the whole tourism continuous marketing. Therefore, the research and analysis of marketing new concept has very important theoretical value to the development of tourism enterprises.

1.2.2 Realistic meaning

The new marketing concept has positive significance in guiding enterprise marketing practice. In recent years, some successful tourism enterprises have always attached importance to the application of marketing concepts in the development of enterprises. The concept of tourism marketing has entered the era of integration and branding. China's tourism market has its own characteristics, but the tourism industry has not yet formed its own competitiveness. The author thinks that the development of tourism can lead to the development of a region economy. The development of tourism industry can be guided by the development of the related industries in the tourism industry. Based on this, this article analyses the current situation of tourism industry and tourism market, analyzes the factors that affect the development of the tourism industry, puts forward the new idea of marketing the development of tourism enterprises in our country, and realizes the sustainable, fast and effective development of the tourism industry.

China's current tourism market is a very competitive market, in this environment, by studying the external environment of our country's tourism industry, the advantages and disadvantages of industrial development, combined with the latest marketing idea, for the tourism enterprises to deal with the market challenge, correct understanding and grasp The current situation and development trend of the current tourism market are explored and applied to the tourism marketing concept of tourism enterprises in China. This article uses the latest marketing idea to explore the development of our country's tourism industry. It aims to provide constructive suggestions for the promotion of the market competitiveness of tourism enterprises, provide theoretical guidance and practical reference for the development of tourism scenic spots, and give new impetus to the tourism industry in China's rapid development Concept.

1.3 Research scope and frame work

1.3.1 Research scope

The main research scope of this paper consists of the following aspects (in fact, this is not the scope of research, only the structure of the thesis, and repeated with the content of the third chapter, it is recommended that only the research framework be written):

The introduction of the introduction of the research background of this paper, starting with the social background and industry background, introduces the development situation and development status of tourism enterprises in our country, introduces the objective reason of the new concept of marketing, makes the reader more comprehensive understanding of the research background, and then introduces the research of this article. It is of great significance to introduce the new situation and new challenge to the development of tourism enterprises in China, and introduce the significance of introducing the new concept of influence marketing.

The second part introduces the literature review of this paper, introduces the definition, content and characteristics of marketing concept, describes the understanding and research of marketing ideas, and provides the theoretical reference and reference for this article.

The third part introduces the research method of this paper. This article mainly carries out research on literature research, social investigation and empirical analysis, which has both the introduction and research of theory, but also has the empirical investigation and analysis, which makes the research more thorough and practical.

In the fourth and fifth chapter of this paper, as an example of China's tourism enterprises, this paper introduces the current situation and existing problems of tourism marketing in China, analyzes the significance of marketing new ideas to the development of tourism enterprises.

Chapter 4 and the fifth chapter focus on the case-based, and the sixth chapter summarizes the whole paper, puts forward the conclusions and viewpoints of the research, and puts forward the prospect of the future development of tourism enterprises.

1.3.2 Research frame work

Adoption of the foregoing chapter and "Literature Review" Based on the introduction and breakup of some parts, the theoretical framework of this thesis is set up. Based on this, the thesis points out the author's view of the new concept of tourism enterprises in our country, which is the fourth and fifth chapters The empirical analysis provides the basis for the analysis, and provides the theoretical basis for the author's viewpoint and deepens the practical significance of the research subject.

This is especially true for businesses in the United States and Europe, with the globalization of operations, the production of globalization and the marketing of globalization, which enable companies to achieve the greatest degree of success in the global context.

In recent years, the research on product market positioning and development strategy is more concentrated on product culture and national marketing, and foreign enterprises have realized that the most important factor in entering into other countries is to carry out the corresponding transmission and marketing through culture, only through the camp on the cultural level In the way of marketing, enterprises can succeed in the greatest degree. Second, foreign enterprises tend to start with cultural management more in recent years. They believe that the biggest problem facing enterprises in entering foreign markets is the cultural problems of enterprises, as long as they deal with cultural problems So how to integrate the cultural problems of the two countries has become a key problem in our business process, and secondly, how to cultivate the culture construction in the national marketing, how to cultivate in the third country market In view of the culture of the product, it is an important problem to think that our products can sell well in other countries. The main thing is to cultivate the cultural problem of the products, so as long as the product culture is cultivated, the whole market orientation and future development strategy will be solved, so abroad enterprises are more culturally sensitive in product market positioning and development research.

CHAPTER 2

LITERATURE REVIEW

2.1 Marketing concept overview

2.1.1 Definition of marketing concept

Marketing: Marketing is also called Marketing or Marketing. We usually refer to marketing as the product or value created by individuals or groups to achieve win-win or multi-win purposes.

Marketing concept: It is the philosophy of business management, it is also a basic guiding ideology, used to guide business operators to make decisions or organize marketing activities. It is the guiding ideology of an enterprise in the enterprise operation and management, and it is the reference criterion for enterprises to conduct management practice. It is embodied in the enterprise's cultural connotation and is the core embodiment of enterprise values.

Marketing concept is often comes from marketing practice, the establishment and formation of a marketing idea, and is closely related to the economic and social development process. In the early 20 th, century, the social standard of living is relatively low, the product is short, people's demand is relatively simple, the main consumption characteristic is still to meet the basic needs of living and food, such an environment, enterprises as long as the production of products in the market, can bring profits, This kind of social economic development stage, the marketing concept reflects "enterprise profits as the center ". By the 1920s, after the Second World War, science and technology began to develop and the productive forces were greatly improved, and people's lives had ceased to be in the demand for food and clothing, and the enterprises supplied abundant products, and the competition between these providers became more and more exciting Great changes have taken place in the social and economic life, and the changes in social and economic society have led enterprises to think about people's new needs. Therefore, the research, discovery of customer's demand, and maximizes the need, the enterprise only has the source of profit, the marketing idea in such a social context has changed, "social _ customer demand as the center" concept gradually appeared and received recognition. Looking back on the

development of marketing concept, we can think that a marketing concept is closely related to social development. From this point of view, the concept of corporate marketing is not subjective conjecture, there is objective necessity (Phipps et al., 2015).

2.1.2 The development process of marketing concept

From a historical and practical point of view, the marketing activities of enterprises and other organizations have experienced the following developments, which are closely related to the social development stage and the process of economic development.

Production oriented production concept

The idea of production began at the end of the 19th century. The level of social productivity is backward, the commodity is short, the market economy develops preliminarily. At this time of the market, enterprises produce products, do not worry about sales, the social shape is relatively simple. Under the background of this marketing concept, the goal of the enterprise is to improve product yield, promote efficiency improvement, maintain price stability and meet people's production needs. Therefore, the marketing concept of this period is mainly "production center theory". Production is the most important core of society and enterprise (Wang et al., 2014).

Product orientation -- Product concept

According to this view, the consumer's choice of the product, the quality of the product, the cost performance of the product is high, can reflect its own characteristics, the quality is the most important symbol of the product, the consumer is willing to spend high price to buy high quality products.

Sales promotion oriented sales concept

During the revolution of science and technology, capitalism has been developed, and science and technology have promoted industrial development, and social products have been very abundant, and the products have gone beyond the basic needs of people. Companies are beginning to face challenges and the marketing of products, such as creating a dedicated marketing team, training specialized marketing techniques, research and marketing techniques, as a way to increase consumer concern and purchase of products. This kind of economic development, the enterprise faces is how to promote the product and sell it. In this way, from the original idea of production, the concept of product development to the promotion idea, this is the reflection of the change of economic and social development, but also the transformation of business management thought, however, this kind of change, not to the original idea of the

decline, but more advanced, the enterprise higher requirements of the standard, production The quality of goods is fundamental guarantee, if the quality is not good, the good sales will become hollow boast, will eventually be abandoned by the market, therefore, the marketing idea is to promote and develop the concept of production and product concept, the enterprise first to produce high quality products, can be in the sales stage Effective marketing.

Marketing oriented marketing concept

The idea is that the key to achieving enterprise goal is to effectively master the needs and desires of target customers, and focus on all resources and strength, design and production of marketable products, and arrange appropriate marketing mix to take effective measures than competitors Lightly, meet the needs of consumers and make profits.

Marketing concept and marketing concept have a more obvious difference: the promotion is to focus on the product, the promotion and sale is a means to complete sales, has reached the goal of the completion of the sale of products, and further increases the sales volume, obtains more revenue. Marketing enterprises need to focus on the target customer group and their needs, and actively maintain and service the customer, not one-time product transaction, but pay attention to the maintenance and continuous marketing of the customer relationship, pay attention to the enterprise's resources and the strength of the play, and carry on each Marketing mix is used to meet customer needs, continuous sales, and promote the realization of the enterprise's business objectives. The marketing concept is more focused on the use of ideas and values, and consumer demand is the core of attention from beginning to end, and demand is always central in the whole marketing. Adhering to the consumer needs and experience as the focus, is the enterprise operating philosophy important progress (Zhu et al., 2002).

Social marketing type -- Social marketing concept

Under the commercial environment of high economic development, the enterprise's social image and reputation are intangible assets, which is becoming more and more important in the management of enterprises, the social responsibility of enterprises, the interests of consumers and the interests of consumers, and the conflict between these interests are paid the attention of the society, and after the production is highly developed The environmental pollution, the destruction of people's living environment, unhealthy consumption concept and other problems are more and more popular with the society, advocate rational consumption, "protect the environment" and "green consumption" More and more, people begin to pay attention to the ecological

environment, begin to pay attention to the human health and consumption safety, and so on the emergence of these new ideas, bring about the change of marketing ideas, such as enterprises in marketing, began to pay attention to social responsibility, environmental protection and other issues, can be said The change of field environment, the change of people's concept, promoted the change of the new marketing idea.

2.1.3 Characteristics of marketing concept

Marketing idea comes from long-term marketing practice and has its own characteristics.

Historic features of marketing philosophy. The idea is the product of the times, also the embodiment of the times, whether the product as the center of marketing concept, or marketing as the center of the marketing idea, is inseparable from its historical period, in the early 20 th, century, the level of social productivity is low, the product is short, and can not even be satisfied People's food and clothing demand, people's needs are mainly reflected in meeting the needs of daily food and clothing, in this context, the production of products is the main objective and focus of the enterprise, in a certain sense can be so thought, as long as the production of products can obtain profits, such social production ring In the circumstances, is to form the "enterprise profit" as the center of marketing idea, "to me _ enterprise profit as the center" marketing idea. After the early 20 th, century, the rapid economic development, social production in the scientific and technological revolution, the production efficiency improved, people's living standards continued to improve, people's consumption demand also gradually began to diversify, in such a social environment, if enterprises to develop and obtain profits, Need to study consumer demand, consumer-centered, so there is a "customer demand as the center" marketing idea (Flamos et al., 2006).

The Times of Marketing Concept. Specific social period will appear corresponding to the concept and values, the marketing idea is the same, the economic development, the business environment changes, the enterprise constantly adjusts the marketing idea, in order to better adapt to the market needs, the era of economic globalization, China and the world contact more The new marketing concept of European and American countries brings enlightenment and reference to Chinese enterprises. The emergence of the marketing concept of consumer demand as the center is economic development. It is also an important performance of social progress, combined with the social characteristics, consumer demand as the center of marketing concept is today's enterprise Development can learn more and use marketing values.

The coexistence characteristics of marketing philosophy. In the very rich situation of social goods, people's needs are more diversified, the difference of demand is more obvious, the enterprise changes the original marketing idea, refers to and implements the consumer-centered marketing idea, is the inevitable choice of enterprise development, of course, it needs the enterprise a self-cognition The reorganization of the adjustment and business operation standards, the disparity between the regions of China's economic development, the vast size of the country, the different stages of economic development in each region, various marketing ideas are interconnected, and enterprises should use flexibly according to the region, consumer characteristics and so on (Wang et al., 2016).

2.2 Overview of new marketing concept

2.2.1 The emergence of new marketing concept

Marketing concept is a process of dynamic development. With the different stages of social development, it is often associated with the marketing concepts and values closely integrated with this time feature. Traditional production, product, promotion, consumer demand and other oriented ideas represent the course of social production and development, the era of globalization, with the development of economy and society, consumption as the main characteristic of the time has come, in this context, the enterprise's brand reputation is more serious It is necessary to pay more attention to the social responsibilities of enterprises and consumers' demands on the quality of their own consumption, people start rational consumption, corresponding, green marketing, from caring customers to the new marketing idea that concerns human beings themselves and others are beginning to accept more and more people (Griliches, 2011).

2.2.2 Connotation of new marketing concept

The new idea is to adapt to the needs of economic and social development.

Domestic marketing concept to global marketing

With the rapid development of information technology and promoting the progress of global integration, technology is becoming more and more obvious in changing society and people's life, and the speed and scope of information has exceeded the imagination of people. In such a trend, only active integration into the global development can we win the initiative This is an important opportunity for foreign tourism enterprises to go abroad, multinational companies enter China, and

Chinese enterprises actively integrate into the global division of labor. Marketing has broken the scope of geographical and territory, and domestic marketing is the inevitable trend of economic development (Kumar et al., 2003).

Large scale marketing concept turns to individuation

The diversification and differentiation of consumer demand, prompting enterprises to attach importance to the research on personalized marketing, the research and development and sales of products are not only in the quality phase, but more is to consider the consumer's personalized needs and the inner experience, customized marketing is a more refined and higher level of personalized marketing. The development of level, whether personalization or customization, is actually expressed as a core, that is, based on the special needs of consumers, provide targeted services, let consumers get a good experience.

The concept of hard management turns to flexible management

Many enterprises have adopted the traditional marketing method, the effective communication between managers and marketers, the lack of effective communication between managers and marketers, the inefficient marketing personnel, the new economic era, the enterprise marketing management began to change the marketing idea, the flexible management idea the enterprise more importance to adopt flexible management mode with Employees communicate, strengthen internal control and management, attach importance to marketing personnel's initiative and innovation ability (Zhang, 2013).

Short term marketing concept to sustainable marketing

Traditional marketing emphasizes on the sales of commodities as a mission, ignoring the shaping of the enterprise brand, ignoring the social and social credibility and social responsibility of enterprises, ignoring the environmental problems caused by production, the concept of enterprise marketing is to emphasize the sustainable development, the marketing process, the attention will be paid. Such marketing resources should be integrated, cultivate a wide range of marketing relations, combine the enterprise brand with green, humanity concept, social responsibility and so on.

2.2.3 Characteristics of new marketing concept

Under the current economic development environment, marketing is a strategic issue for the development of enterprises, and the marketing plays a central role in shaping the competitiveness of enterprises and becomes an important tool for the enterprise to occupy the market, win the consumer and defeat the competitors. The new

marketing concept pays attention to the connotation of sustainability, insists on green marketing, brand marketing as the guide, integrates the care of people and the social responsibility of enterprises, promotes and innovates marketing strategy, fully researches the changing market, especially the psychology of consumers, and pays more attention to life in the consumer Under the demand of quality and quality of life, enterprises should grasp this criterion and apply it to the implementation of marketing concept (Zheng et al., 2015).

2.3 New concept of marketing in tourism enterprises

2.3.1 The new concept of marketing in tourism enterprises

Under the constant development of economic globalization, our country's tourism enterprises are faced with various kinds of fierce competition. The enterprises should base themselves in today's society and get good development. They must use the idea of innovation and take the road of innovation. How to maintain a firm foothold in the fierce market competition is the problem that every enterprise must think, determine the enterprise's own development marketing idea, positioning good enterprise development road, can make the enterprise development more and more powerful, good marketing idea can establish good image and competition for the enterprise With the development of economy, the idea of many enterprises in China has shifted from the idea of production to marketing idea and social marketing idea, from the beginning to marketing to the enterprise marketing as the center. Brand marketing, green marketing, corporate social marketing and other ideas are becoming more and more important, and domestic enterprises marketing from the profit of the enterprise to the goal of the overall interests of the society, thereby realizing its own interests, realizing the multi-win situation (Wu et al., 2016).

In order to continue to develop in the new era, tourism enterprises should focus on the new concept of marketing, namely, adhere to the new concept of brand marketing, green marketing, service marketing, Internet marketing, change the traditional marketing concept, follow the characteristics of the market development, the Internet has developed rapidly in the current environment From the media and other emerging forms of communication, the concept of marketing is the basis of the competition of tourism enterprises to gain the benefit and enhance their competitiveness. Marketing concept is the key and core of the development of the enterprise, the correct and effective marketing concept promotes the development of the enterprise, and the tourism enterprises in our country need to analyze and use the new concept of

marketing, and the enterprises combine the models closely together, and fully utilize the new concept of marketing. In the market competition, forming its own core competitiveness.

2.3.2 The necessity of establishing a new marketing concept

With the constant change of the market, the challenges of tourism enterprises are more severe, and the new concept of tourism enterprises has its necessity.

Consumer demand changes

After more than thirty years of reform and opening up, the rapid development of people's social life, the most important is that it is no longer satisfied with the demand of food and clothing, the material wealth, the needs of the spiritual culture gradually appear, the Internet develops rapidly, the information technology changes the people's life, people's values and ideas have changed a lot, consumption is no longer blind, and no longer stay at the level of food and clothing, more attention to the quality and spiritual needs of life, more rational and more personalized, such changes, to promote the enterprise marketing idea change and challenge, enterprises no longer simply offer products, but focus on the consumer's personality needs and inner experience, the marketing idea is more focused on consumer-centered.

Brand concept recognized

Brand marketing is the marketing strategy and process of creating brand value by using consumer's brand demand and creating brand value. The brand is concentrated in the enterprise's reputation, culture, technology and other important information, is the enterprise is very important intangible assets. Traditional marketing focuses on the awareness and identification of the customer's own attributes, such as economic benefits, convenience, good use, etc. Modern technical force and intense market competition make the difference between the product performance is smaller and smaller, and the difference between consumers' performance is becoming less and more small. In this case, enterprises need more to maintain or expand the market, enhance their competitiveness, continue to enhance innovation and improve the quality of products. We pay attention to the brand value of the product and the whole enterprise (Sha, 2014).

Pay attention to environmental protection concept

With the improvement of people's quality of life, environmental consciousness is deeply rooted, and the concept of green marketing is attached great importance to people. Green marketing refers to the concept of green, environmental protection, etc.

in the marketing process of the product, and in order to select and determine the marketing strategy combination, so as to attract customers' marketing concept. Green marketing emphasizes the environmental protection and energy conservation measures taken by enterprises from the perspective of protecting ecological environment, rational utilization of resources and social responsibility, adopting environmental protection and energy-saving measures in every link including product research, technology development, production, sales and after-sales service, and has reached the enterprise's interest, consumer demand and society. With the development of ecological environment, the problem of resources is becoming more and more serious, environmental protection and economy consciousness are being paid more and more attention in consumers and society as a whole, and the concept of green marketing gets more and more attention. With the popularization of this idea, people are interested in green products. And service demand will be more stringent, green marketing concept will be in the enterprise marketing idea to receive more attention and application.

2.4 The present situation and challenge of marketing concept of tourism enterprises

2.4.1 The present situation of marketing concept of tourism enterprises

The concept of brand management is not deep enough

The brand of tourism enterprises in our country first covers a wide range of tourism projects, but the development of tourism enterprise brand is not widely recognized. Most enterprises pay attention to the development and construction of tourism projects in the early stage of the brand, continuously improve the tourism projects and services, meet the needs of consumers, but when the enterprise brand is established, it often lacks the later planning, the lack of advertising planning, the quality of the brand is not high, the service content is single and the depth of culture is not enough. Such a method is bound to make the newly established brand die quickly, resulting in the development of the brand development of the tourism enterprise is restricted by region, the development planning is insufficient, the brand's popularity is low. The tourism enterprise's cultural diversity is insufficient. Tourism development is still on the traditional product. The development of characteristic resources is not enough. Enterprises need more input in mining characteristic tourism resources. The tourism scenic spot brand management should carry out more promotion and improvement. The management of the enterprise should pay more attention to the construction of the concept of tourism brand, and attach importance to the establishment of the brand of tourism enterprise.

The construction of tourism environment is not perfect

The sustained and healthy development of tourism requires a good tourism environment. At present, some local tourism enterprises in our country lack long-term and overall planning, although the environment in the park or the scenic area is very good, but the scenic area infrastructure planning is insufficient, the supporting measures service system fails to follow up, restricts the rapid development of tourism, and, as a result of many tourist environmental awareness Poor. The tourist attractions were damaged. The sustainable development of tourism has not been brought into full play. Tourism service facilities are not perfect, especially tourists accommodation and catering facilities. As a result, the visitor's time to stay is reduced. Influenced the development of the tourism industry; in particular, some scenic spot scenic spots, due to geographical location, lack of star-grade hotels, or even lack of local level of service, have failed to meet the requirements of the industry in the reception and service level of tourists. The failure to follow up the service level has affected the length of the tourist attractions in the tourist area, which influences the income of tourism enterprises.

Lack of product differentiation marketing concept

China's tourism industry lacks the concept of differentiation marketing, has not really found its own product characteristics and consumer preferences, such as foreign tourism in recent years is very popular, many tourism enterprise products single, such as sightseeing tour mainly, sightseeing tourism product income is low. Because tourism products are single. Tourists stay in the tourist area for a short time. Tourism income mainly comes from tickets to the scenic spot. Tourists spend less time and spend less. The structure of passenger source is unreasonable, especially the proportion of overseas tourists is not high. The tourist destination is single. Therefore, target market segmentation should be conducted according to the source situation. Different types of tourism products are designed for different passenger groups. Tourism enterprises can increase complex tourism products. Vigorously develop tourism content such as recreation and consumption, entertainment, experience and so on. Tourism enterprises can also constantly change and adjust the content of tourism, meet the different needs of tourism customers, enhance the competitiveness of tourism service (Cao et al., 2016).

2.4.2 The challenge of marketing concept in tourism enterprises

Through the above analysis, our tourism enterprises face the challenge in the development of the Internet, rapid development of the Internet, the major transformation of brand communication and operation.

Challenge of tourism enterprise operation rules in Internet Era

The current mature online travel website carry Cheng, to Qunar, etc., constantly rise of the characteristic online travel website such as the poor tour network, rely on the rapid development of the Internet, the development of fast, in the tourism market scale of the rapid promotion, our country's White Paper on Developing Trend of Online Tourism Market in China Our country's online travel market has grown rapidly, with data showing that in 2015, China's online travel industry has developed rapidly. In 2015, the online travel market transaction amount of RMB 430,000,000 Yuan, up 40% from the same period last year, and the online travel market in 2016 amounted to 602 RMB 600 million, a year-on-year growth of 34%, is expected that in 2019 China's online travel market transaction size will be super trillion.

Some travel companies that pioneered online business earlier in the Internet, such as Ctrip, accounted for 43 of the market's market share in the 2012-year line. 2%, we can see that the change of the operating rules of the travel enterprise brought by the Internet has brought great challenges to the traditional tourism company, but also brought great opportunities. For the regional tourism industry, the expansion of the brand's popularity and promotion of the online travel business can only be less than later, more of the same kind Tourism E-commerce enterprises will use online resources to compete in the same field. Through years of development, the traditional tourism industry has formed an inherent agreement rule, such as the combination of travel circuitry, selection of route, travel and other mobile terminals such as group travel, and the use of mobile terminals such as mobile phones from media such as mobile phones can be completed within a few minutes, hotel and airline ticket In order to make reservations, online travel websites offer free choice services for passengers, such as the free choice of route to tourists, the free choice of travel mode, the mode of operation under the development of the Internet, and the rules of the traditional tourism industry, and tourism enterprises should adapt to the development needs of the situation and invest in the elements of existing enterprises source is reconfigured.

The challenge of diversification of consumer demand

The development of tourism enterprises in China has undergone several decades of process, has formed its own development concept and development brand, but some tourism enterprises, tourism projects still remain in the early period of reform and opening up mode, the innovation element is insufficient, homogenization phenomenon is more serious, on the one hand, the tourism project and experience The uniformity of service, consumer experience is not good, but on the other hand, it makes it difficult for consumers to reach the leisure and relaxation mode, it is difficult to get a better travel experience. Tourism consumption has gradually formed the development state of

consumption demand, if the tourism enterprises do not adjust the development idea in time, meet the consumer demand, will face a more severe market challenge.

Big data era brings challenges to changes in marketing philosophy

Data is one of the forms of information, and the big data will be the theoretical and innovative elements of information economics" Innovation resources combine with existing conditions of production, optimize the allocation of resources, build a new production function relationship, realize value orientation and business model and so on, with the progress of data processing technology, big data in data thinking "Business behavior and model bring great challenges, and the sampling cost is constrained by random sampling by traditional tourism enterprises. Because the sample size is not enough, the tourism enterprises use and integrate the data to analyze and predict the dynamic change of the tourism market and follow up the consumers in real time According to the analysis of consumer behavior and consumption psychology, these changes require the tourism enterprises to improve and even innovate the information management system, improve the data processing capability, the external impact of the big data era, and enhance the comprehensive level of tourism enterprises and establish the conformity with today's The new marketing concept of the era put forward higher requirements.

The challenge of tourism marketing positioning: The marketing orientation of tourism enterprises needs to be based on the full investigation and analysis of tourism resources and tourism brands. The spatial pattern of our country's tourism market is different, the distribution of the population is uneven, the tourism rate of urban residents and the amount of tourism consumption are higher than those of rural residents, along with our country According to the change of public transport route, the limiting factor of tourist attractions is getting smaller and smaller, the image of the scenic spot is an important factor affecting the tourists' travel, and the positioning and marketing promotion of the brand image of the tourism scenic spot is different from the traditional way in the past, and consumers have more consideration of brand awareness and reputation Before, Chinese tourism enterprises in the brand positioning, value orientation, marketing promotion orientation, management positioning, and other aspects of the need to make more improvements, maintain a better competitive advantage.

2.5 The core marketing concept in tourism enterprises in china

2.5.1 Marketing concept based on brand

Emphasis on brand promotion and promotion of reputation. Brand has played a more and more important role in consumer choice, and the concept of brand building should be paid particular attention. For example, we talk to the Forbidden City in Beijing, the Oriental Pearl of Shanghai, Disney and so on are international well-known tourist attractions, but also the market brand recognition is very high tourism brand, for ordinary tourism enterprises, marketing promotion, strengthen their own brand maintenance and promotion of right and wrong Often important, brand bearing is not only the concept, but also a kind of reputation, such as the Guilin landscape, Huangshan, and so on, tourism consumers do not need to do other enquiries and understanding of the tourist destination, for the brand reputation and reputation is not very high tourism enterprises, should be fully transported Develop and promote the brand in an efficient way, and continuously enrich the reputation and reputation of the brand.

Integrating cultural marketing. Culture is the soul of the brand, the culture marketing is based on the customer's cultural experience, the product or service provided by the tourism enterprise, combined with the consumption psychology of tourism customers, combined with the traditional culture, actively integrated with the modern cultural elements, creates a culture atmosphere, can be better to stimulate tourism The customer's consumption concept encourages tourism customers to consciously approach tourism products related to culture and to experience them, thus leading to the occurrence of consumption behavior, even forming a consumption habit, the tourism motivation has the demand factor for information, the connection between tourism and culture, the cultural experience and the cultural experience Tourism products should be more integrated with each other, from the perspective of enterprise development perspective, can bring business performance and enterprise competitiveness promotion, tourism enterprises should fully grasp the customer's heart, adjust marketing strategy, integrate cultural marketing strategy into the marketing management process.

2.5.2 Service based marketing concept

Focus on personalized needs, provide customized marketing services. The new marketing concept, more emphasis on customization service for customers, this is to meet the personalized needs of the tourism customers need to be fully taken into

account, such a basis and premise is also the particularity of tourism demand, as people's standard of living, consumer income increase, tourist personality The difference of demand will be more obvious, individuation becomes the important characteristic of tourism demand in the new period, therefore, tourism enterprises should pay more attention to the use of tourism customization marketing, seize this market trend, personalize demand, provide new development ideas for custom marketing, and also for tourism The enterprise provides a broad scope for development.

Modular management of products. The new marketing concept, carry out service marketing, carry on the module of tourism products and services, is the establishment of various final products and service products module, according to the demand classification settings of tourism customers, provide a certain number of standard product packages, carry out a variety of product categories of collocation, formation The combination of selective products. On the one hand, give customers an unlimited choice of free experience, and make complex manufacturing procedures standardized management. Tourism enterprises build a portfolio of products, with the function of the products and the formation of more innovation. On this basis, the customer needs to personalize the difference of the individual, can make the combination of these special components to meet the requirements of efficiency, bring the customer experience to the promotion, reduce the cost, can achieve sustainable marketing.

Providing full range of services. In the new marketing concept, more emphasis is placed on the relationship between enterprises and individual customers, which is a special feature of the new marketing concept. Standardized products can not satisfy the individualized needs of tourism customers. Personalized tourism products, on the one hand, meet the needs of personalization, and should also establish a good relationship with the tourism customers. Tourism enterprises should already deal with the trading thinking to serve the customer's idea, must focus on tourism customers lasting and even life-long value service. Tourist enterprises should establish a specific information management system for each consumer, establish personalized contact information with the tourism customers, understand market dynamics in a timely manner, realize the needs of customers in real time and provide personalized tourism products and services to customers (Mansfield et al., 2015).

2.5.3 Marketing concept based on green marketing

Rising demand for green marketing. With the continuous development of economy, people's consumption is no longer satisfied with the satisfaction of material demand, the demand for quality and spirit gradually becomes apparent, and the demand

for quality of life has been strengthened. Green marketing is getting more and more attention, and consumers have a good health and living environment. More attention, social and economic development, people's standard of living, people's purchasing power has been raised, consumers have higher demand levels, green consumption concept has become the trend.

Sustainable development has become the consensus of the enterprises, the environmental protection and the green ecological integration into the business management. At the same time, the protection of ecological environment has become a trend of market development, and tourism enterprises should fully integrate into the development trend of this social economy and promote the development of enterprises.

Integrating the concept of green marketing into marketing strategy. The concept of green marketing should not exist independently, but in combination with the strategy of the whole marketing of tourism enterprises and other marketing ideas, tourism enterprises should fully grasp the demand of tourism consumers, promote the marketing promotion, actively promote the concept of green consumption, and increase the green of tourism enterprises. The market, in the tourism product, for the tourists to create a green experience, and the mining of regional characteristics, the popular meaning will, people have more disposable income, work more than "idle". With the hustle and bustle of the city and air pollution, people want to leave the environment, to the quiet, air-cleaning environment, to experience different lifestyles, and this desire is becoming more and more intense, and this demand tourism brings new opportunities for development.

Experiential marketing based on consumer experience. McDonald's and Starbucks are changing customer service from accepting to self-service, spending when buying services, and craving for experience from the consumption process, while tourism consumption is essentially looking for a new experience from the day-to-day environment to the rest of the world. This angle is understood that the tourism economy is a kind of service economy that people experience and feel. In the past, the concept of tourism experience is very limited, tourism experience marketing is the marketing experience of tourism enterprises, marketing activities, from the experience of tourism consumers, experience and the establishment of tourism products. It is necessary to fully integrate the relaxation, leisure, recreation, emotion, aesthetic, participation and other psychological demands of the tourism consumer. With the development of marketization, the concept of consumer spending has been very mature, and the ability to distinguish difference services and products has been very high. From different personality to choose, and pursue diversification, multi-level meeting more attention to

the comprehensive experience. The abundance of people's material life, more attention to the abundance of spiritual life, more leisure time, consumer experiential demand, also provides a new opportunity for tourism enterprises.

Strategic management theory, mainly through three main stages of development, is the embryonic stage of strategic thought, the theoretical stage of strategic management and the theoretical stage of competition strategy. In the face of different stages of development, strategic management theory has unique characteristics of development.

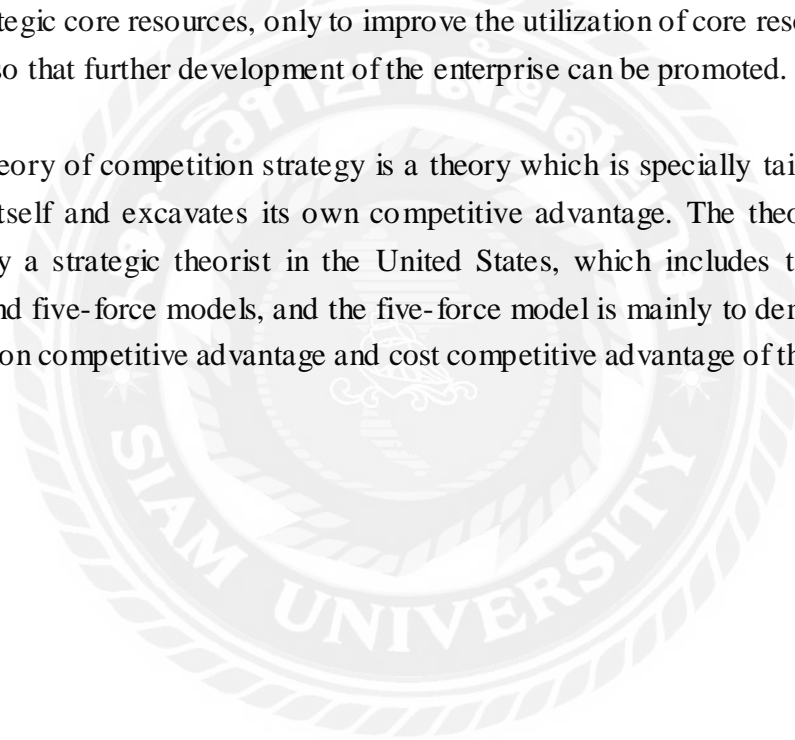
First, the embryonic stage of strategic thought. In the embryonic stage of strategic management theory, various theoretical analysis is not very mature. For this, Michael Professor Porter made a detailed summary of this stage and summarized it into three different viewpoints. The first is that the enterprise's theoretical system is a preliminary division of the basic types and basic functions of an enterprise. And the idea is that the most basic function of an enterprise is the planning function, which can be said to be the original state of development of the theory of strategic management; the second view is that American scholar Barnard proposed in the late 1930s, and he believed that the management and strategy of the enterprise were two basic principles. The problem, and should be analyzed by the enterprise managers, so that the enterprise can adapt to the social development environment. This view becomes the basic theory of modern strategic management theory; the third view is put forward by Harvard University scholar Andrews, who believes that the theory of strategic management must be analyzed in many ways, so he divided the specific content of the strategic theory into the development strength of the company. Social responsibility, enterprise employee value orientation, market research accuracy and so on four aspects of content. The above is the basic theory and research analysis of the embryonic stage of strategic management theory.

Second, the theoretical stage of strategic management. At this stage of development, we mainly analyze the four elements of enterprise's strategic management. This is the main point put forward by American scholars in 1960, which concluded that synergy, product and market scope, competitive advantage and growth vector constitute the theory of enterprise's strategic management. And at this stage of development, the basic contents of strategic management have been discussed, including cultural school, structure school and so on.

Finally, the theoretical stage of competition strategy. With the analysis and argument of each school, the enterprise's strategic management theory in the final stage

of development, mainly formed the three main schools, namely the industry structure school, the core competence school and the strategic resource school. According to the names of these three schools, they can see their basic school views, first of all, for Michael. Professor Porter is a representative of the industry structure school, they believe that enterprises face intense competition, the most important strategy is to analyze the disadvantages and advantages of industry development, by analyzing these basic content, then developing differentiation strategy, single-specialization strategy, cost-leading strategy. To promote the development of enterprises; secondly, for the core competency school represented by Hamel and by Prahalad, the core competence is the key to the enterprise's competition, only the enterprise has its own core ability, can win in the competition; and finally, for the strategic resource school, they believe that the key to the enterprise's competitiveness and strategy is to improve the utilization ratio of strategic core resources, only to improve the utilization of core resources of the enterprise, so that further development of the enterprise can be promoted.

The theory of competition strategy is a theory which is specially tailored for the enterprise itself and excavates its own competitive advantage. The theory was first proposed by a strategic theorist in the United States, which includes three general strategies and five-force models, and the five-force model is mainly to demonstrate the differentiation competitive advantage and cost competitive advantage of the enterprise.



CHAPTER 3

RESEARCH METHOD

3.1 Object of study

This paper chooses China's tourism industry to influence more significant, management more standardized listed tourism enterprises in the middle and Qing brigade as the case, as the real research object to ensure the applicability of this research. China Qingbrigade Company, because its establishment time earlier, experienced the development stage of China's reform and opening-up, new period and so on, has become the leading enterprise in China's tourism industry, in enterprise management, tourism vacation, scenic spot open, hotel operation and other fields have more outstanding. A series of domestic famous tourism enterprises and products brand and marketing management idea have good representativeness, and the author takes the middle and Qing brigade as the case study and points out the new concept of marketing management. We hope to provide valuable suggestions for the application and development of the new concept of tourism industry in our country.

3.2 Research design

3.2.1 Literature research method

In the course of the research, it is necessary to extensively review the marketing concept, the development of China's tourism industry and the management of enterprise marketing, and analyze and identify the relevant theories dialectically so as to ensure that the writing theory is reasonable. This paper makes a thorough research and analysis on the content of the new concept of the tourism enterprises, and makes a comprehensive comb through the theory of marketing, and probes into the role of tourism enterprises in the tourism industry in China. Through independent thinking, the author makes the author's own cognition, and is in the fourth place. Based on the empirical analysis, the author's analysis of the new concept of case enterprise's marketing is also analyzed in the course of literature research to ensure that theoretical analysis and empirical analysis of the consistency of internal logic can maximize the coherence and rigor of the writing.

3.2.2 Social survey method

In order to bring the author's view to the social environment and market conditions in the face of the enterprise, the material part of the research process involves the current situation of the industry, the state of the enterprise, etc., and the information obtained is analyzed and sorted through the investigation scholar's research theories and documents, the government and the annual report of the enterprise. With regard to the development status of tourism enterprises, the author focuses on the views of the industry through the network channel, focusing on the relevant information such as industry experts, authoritative scholars and government policies, combined with the trend of scale growth of Chinese tourism enterprises, and the current situation of industry layout View judgment. The marketing concept is based on the understanding of the relevant laws and documents of the Chinese government, as well as relevant scholars' evaluation and analysis of the tourism industry and enterprises, and the key information such as the financial and strategic direction disclosed by the key enterprises themselves in the competition The analysis of the data.

3.2.3 Empirical analysis method

This article makes the relevant arguments coherent and realistic, also makes the author relevant arguments more convincing, China's market enterprises subject management situation, to enumerate and analyze the application and development of the new concept of enterprise marketing, which is the purpose of some empirical research in Chapter 4.

3.3 CYTS company profile

3.3.1 General situation of enterprise

China Youth Holdings Co., Ltd., hereinafter referred to as the CYL, is a subordinate enterprise directly under the Central Committee of the Communist Youth League. The controlling shareholder is China Qingbrigade Group Corporation, which is established as a joint stock company through shareholding reform, which was established by the company in November 1997 and traded in Shanghai Listed, is to travel, high-tech investment as the main business of the company. The company manages the tourism product service, the enterprise exhibition service, the hotel industry, the scenic spot operation and so on.

The Youth Federation was developed by the Ministry of Tourism of the All-China

Youth Federation. As a result, the All-China Youth Federation will invite other countries of the world to visit our country and be responsible for the reception, and the Youth Federation is an important window and a common link between China's external relations and exchanges. In 1980, China Youth Travel Service was listed and established under the Central Government of the Communist Youth League. In 1984, it was called the China Youth Travel Agency. Youth travel agencies are mainly responsible for entry-exit tourism service, and have a highly integrated tourism management capability, and more than 1,000 customers, from over 60 countries have established stable business cooperation relationship.

In 1995, the enterprise and business in the system of Qingbrigade General Service were integrated and established. Ltd., which mainly covers tourism management and online travel service, is one of the largest tourism enterprise groups in China's tourism market. China Qingbrigade Group has a number of tight-layer enterprises, semi-tight and loose-layer enterprises nearly 60. Qingbrigade General Service adheres to the principle of one-to-one occupation, diversified economy development policy, strives to develop a tight, integrated, international enterprise group direction, the business area extends to the hotel industry, catering industry, aviation agency, tourism transportation, tourism resource development and other business, the business scope is extensive, investment A number of wholly-owned, controlled and shared subsidiaries have been established in Tokyo, Osaka, Seoul and Hong Kong to enjoy higher social fame both at home and abroad.

As one of the leading travel agencies in our industry, China CYL has ranked second in the list of Top 100 Enterprises in China, and has a strong competitiveness in the tourism industry.

3.3.2 Enterprise operation situation

Management development situation. The company was founded in 1980, the China Youth Travel Agency General Service, currently the actual controller is in the center of the Communist Youth League, holding 20% of the Sino-Qingbrigade shares. As a relatively early listed company in China, the company has established a relatively early time, relying on strong shareholder background and rich business section. After years of business layout and development, it has already covered many business lines such as tourism products, enterprises' exhibition, hotel industry, scenic spot operation and so on, and tourism resources are abundant. The Company's operating income for 2016 is, 1032747. CNY 630,000, net profit 48351. RMB 530,000 Yuan. At present, tourism product service revenue is up to 37.5%; the net profit in the scenic area

accounts for up to 92.2%. The company's 2016 performance increased by 63.8%, stable operation, in high-speed development phase.

Industry development. With the rapid development of our country's tourism market, especially with the rapid development of our country's economy in recent years, the improvement of people's standard of living, the rapid development of the tourism market, some of the later entrants, through the flexible operation, full integration of the market change situation, the Internet + advantage, the development of fast, In particular, Ctrip depends on the line of online resources, the latter to live, in this respect, the development speed and marketing of China's tourism industry is not very obvious in the industry competition, we look at the China Tourism Association and other relevant departments to announce the 2015 Chinese tourism group list.

As can be seen in the above figure, the top of the ranking is the newly developed tourism companies, such as Ctrip, TongCheng network technology, etc., they are more obvious characteristics are brand promotion, enterprise positioning, consumer recognition high, these are fully integrated with the Internet advantage, carry out the camp Marketing promotion, access to market and consumer awareness has a very important relationship.

As can be seen from the above figure, China's online travel market has developed rapidly, with the market scale of RMB 100,000,000 Yuan in 2011, the growth rate of RMB 400,000,000 Yuan in 2015 and even more than 50% in 2015, and we shall look at the total revenue of tourism in China from 2001 to 2015 In the picture, you can see, earlier period of travel is more single, to 2015, the diversified holiday tourism began to develop, many tourism enterprises use the Internet to bring operational efficiency promotion and marketing effective promotion. All in all, the development of tourism consumption has brought an opportunity for the tourism enterprises. As a long time for development, China CYL has been a strong enterprise with a strong background and a new transformation of marketing ideas. It can seize the opportunity of the market fully and achieve better development.

3.3.3 Introduction of Marketing Concept

As the leading brand and integrated operator of China's tourism industry, it has the qualification of international travel agency determined by the National Tourism Administration. As an early enterprise in the industry, China CYL has continued its own system and mechanism innovation, in order to fully adapt to the market, fully carry out the integration of the business sector industry chain, attach importance to the

industry chain's upstream and downstream resources complement, tourism Xiuan, leisure, holiday, scenic spot management and so on The management's promotion and service follow-up, brand reputation market recognition high. China Qingbrigade business section layout enrichment, such as Wuzhen, landscape hotel and so on already is a household word tourism brand, tourism scenic spot management, exhibition and other aspects also formed its own competitive advantage.

The logo of the Chinese Qingbrigade brand is the Earth Sun and the Phoenix. Orange is warm color, symbolizing care, care, red symbolizes the warm, shows is the passion of service, blue represents a soft, gives people a quiet, relaxed feeling.

As a public company of public tourism enterprises, China Youth League pays great attention to the promotion and operation of the brand. At present, the famous tourism brands already owned by China Youth and Qing brigades include: Qingbrigade exhibition, Wuzhen, landscape hotels, surfing net, all-change free line. Brand series covers the main business scope, operational maturity and high visibility.

Qingbrigade Exhibition: China Youth Travel (Beijing) International Conference and Exhibition Co., Ltd., a subsidiary of China Youth Travel Service, is a subsidiary of China Travel Service Development and Exhibition Tourism Market. It has a higher professional management level, professional team management and service mechanism, which is highly competitive in China Force service provider. Beijing is headquartered in Beijing and has branches in Shanghai, Tianjin, Shenzhen, Jiangsu, Hong Kong, etc., as well as corporate marketing and cultural media focusing on the market segments, while focusing on groups such as large international business groups, large and medium-sized enterprises, industry organizations and governmental functions Provide tailored business supporting services such as travel entertainment, corporate meetings, team events, consulting training, marketing consultant, media advertising, publicity and other targeted services.

Wuzhen: Wuzhen Tourism Co., Ltd. and Wuzhen Ancient Town Tourism Investment Co., Ltd. is a joint venture, which is owned by a state-owned shareholder. Wuzhen scenic area is the country's five-A-level tourism area, located in the middle of Suzhou in Hangzhou, Shanghai, convenient transportation, Wuzhen tourism has broken the traditional scenic spot tourism concept, including tourism sightseeing, recreation, business conference and so on, the main comprehensive tourist attractions, enjoying a reputation at home and abroad. Since the development, the strong brand effect has been well-known in the domestic tourism industry.

Landscape Hotel: is a brand built by the hotel of the middle and Qing brigade, and the brand of mid-range business hotel has been launched around the core brand of "landscape", such as "landscape fashion". With the development of the Pearl River Delta, the Bohai Sea, the Yangtze River Delta, Central China and other key areas of development, the tourism resort investment has managed the key development areas in the Pearl River Delta, the Bohai Sea, the Yangtze River Delta and Central China chain hotel group.

Surfing net: "surfing the net" It is the main website of the Chinese Qingbrigade business section, which has strong professional and influence in the tourism leisure class, and the service content of the tour network is mainly outbound tourism and scenic spot tourism; based on the technical means of the business model, it is based on standardized products. Department, the establishment of network booking, online signing, station payment of the embodiment; The tour network is mainly supported by the Chinese Qingbrigade brand, has an open, national holiday product booking and travel service website. The slogan of surfing the web is "surfing the net on holiday".

Bathing Free Line: it is a famous brand of tourism products under the China CYL. Mainly to provide temporary rental or accommodation, hotel booking, hotel reservation, mobile food supply, tourism home rental and other services.

Pay attention to Internet Marketing

China Youth Holdings Co., Ltd. is a successful listed company in our country, operating in good condition, and its branches are all over the country, enjoying a good reputation in our country and high market recognition. Beginning in June 2000, China CYL broke through existing marketing strategy, set up e-commerce company, and built its own network marketing system on the online platform of comprehensive tourism website-Qingbrigade online platform.

In 2015, the tourism mode of "Internet +" was actively distributed in China and Qinghai, and an innovation was made in the transformation and upgrading of the Internet, and the industrial chain optimization integration of tourism business was established. Internet + "mode is mainly embodied in three aspects, namely, contact more than 100 tourism, industry advantages of Internet operation companies, construction of China Unicom Internet's "100 city thousand stores", actively recruit and Xian Shi to introduce" Internet + "business development. The mode of operation has promoted the level of Internet of China's travel agencies and promoted the level of cooperation in China's travel agency industry.

The Chinese and Qing brigades pay attention to network marketing, which makes the company ahead of the forefront of the industry, and the development of the company proves that this network marketing brings better economic and social benefits to China. Network marketing concept adds vitality to tourism development.

CYTS development its network marketing has its inevitability.

People's social life has entered the information age, work and life have been closely linked to the network, in the information network, not only is the convenience of access to information and channel, but also more is to buy the convenience of payment consumption, the change of payment method, change people's way of life, especially consumer buying patterns. People have adapted and enjoy the convenience of life, which also brings the challenge of brand communication, also gives birth to business opportunity, the network market of tourism starts to develop and develops quickly, and there are data showing that due to the development of e-commerce and the continuous growth of our economy, 20 In the 15 years,, China's travel agency market total transaction volume of about 3.6 billion yuan, compared with the year-on-year increase of about 12% compared with the same period of 2014, of which the online market is up to 7.4 billion yuan, up 72% from the same period of 2014, and consumers choose to travel online through online travel With the expansion of the mode, the travel through network reservation has changed from the original reservation and booking way, into the booking, booking, booking holiday, custom travel and other diversified modes of development, the enterprise's marketing concept has been transformed into the customer as the center, so, the medium and Qing brigades strive to develop network battalions Pin, meeting the consumer's diversified development needs.

Network marketing idea to promote the business development of China

Grasp the trend of the development of the Internet, open a broader development path for the Chinese and Qing brigades. Traditional marketing concept has received the influence of social development, the marketing and limitation of the land factor, and the influence of funds, technology and human resources in marketing communication, which makes it difficult for travel agencies to move to the whole country or even the whole world, and the development of the Internet has enabled tourism enterprises to make full use of the Internet To solve these constraints, tourism website sales products and services, mainly tourism information mainly, through the spread of the Internet, tourism information can spread quickly around the world, and maintain the timeliness and effectiveness of the information, network marketing can break the whole Some of the barriers in the trade of the ball trade, the international trade of tourism is more free and convenient, the medium and Qing brigades are fully grasping the tide of information development, layout the network marketing, for the company to create a

broad market and free competition good opportunity.

CYTS marketing idea of the network development. Throughout the development of Chinese and Qing brigades, China CYL has its own advantages, attractions and hotels in the promotion of marketing. Tourism scenic spot brand is the name of the product of the scenic spot, mark symbol name or logo, etc., it is a display of enterprise service function, market development, reputation and image, the scenic spot brand, is a scenic spot product logo, reflect the difference of products, also reflect the tourism customer to the scenic spot products As a kind of cognition, the tourism brand is the characteristic of the product itself, it also contains the understanding and cognition of the characteristics of the tourism product, the brand of tourism scenic spot and the ordinary product brand are different, it is the enterprise's image and reputation in the market, has its own uniqueness, also has the characteristics of the whole and the integration, the ground Strong domain properties, such as " Wuzhen "As a tourist brand renowned at home and abroad, it is also a town in the eastern part of our country, fully utilizing our customers' recognition of the consumer's tourism brand, the Chinese and Qing brigades have made more effective brand marketing and promotion at the tourist attractions, hotels and other tourist products, and effectively promoted the company's tourism products Brand image's market awareness.

3.4 Marketing concept analysis

3.4.1 The characteristics of CYTS marketing concept

Precise point marketing. Tourism scenic spot brand and ordinary product brand have similar products, ordinary service products appear similar products, to the tourist attractions and hotel services, have their own personality and characteristics, Mount Taishan, Disney's fashion, the West Lake poetic sentiment, are different, Suo With their brand image is also unique, Wuzhen is Zhejiang's ancient town representatives, Tian 'anmen is the symbol of Beijing, the Oriental Pearl is the unique image of Shanghai, the Eiffel Tower represents France, these unique features of the natural landscape, some of the architectural image, some people Cultural landscape and so on, tourism scenic spot brand is the scenic spot products and the humanistic spirit of the synthesis, a scenic spot brand of a symbol, contains extremely rich historical connotation, rich in the profound era civilization. Tourism scenic area products are a group of images, representing the overall image of the tourism area, from the economic point of view, the tourism scenic spot brand is a public product, but it is different from public goods, tourism scenic spot brand has clear geographical features.

Company positioning is accurate, the use of Wuzhen, Gubei water town is scarce, since 2016 car, short-hire business continued to grow high, with the car self-driving as the representative of the peripheral swim continued, the introduction of the ancient town tourism, long triangle travel, etc., key marketing promotion tourism products, capture the fast development of tourism Market, attract different types of tourists, make accurate time point marketing.

Market segmentation. We know the traditional target marketing concept and emphasizes on the analysis of the characteristics of the target's consumption group. In the light of the changes in the development of marketing concept, Qingbrigade Company attaches importance to the customization marketing, emphasizes the needs and characteristics of individual consumers, and takes the target consumption group as the basis and carries on the subdivision market In-depth subdivision, paying attention to the characteristics of each unique individual's tourism customers, the marketing promotion of market segmentation is carried out, the modern information technology is injected into the enterprise management, the customer's distinctive personalized needs, and the advice and design of the tourism customers to participate in the tourism products themselves Our core products, have tangible products and intangible products, fully integrate tourism product consumers and tourism product suppliers together, while pushing forward, has achieved good results.

According to the individual's willingness to put forward a brand-new suggestion and customization, the tourism customer has realized the interactive marketing of customers, actively uses electronic commerce to complete the consultation and understanding, and the consumers to interact effectively with the exchange of information, according to the tourism target given by the tourist destination, The setting of initial conditions, such as the customer's requirement of travel destination, arrangement of travel route, schedule of time, standard of stay, time of stay, expense of the plan, etc., the solution that generates the customer's needs, and offers a variety of suggestions for the selection of customers, which is The innovation of marketing philosophy is an important transformation of its own role, and the transformation of simple product providers into attentive service providers is an important step in business thinking, and it is also an important step forward and practice in marketing concept.

Attach importance to customer participation. Traditional marketing mode has become more difficult to meet the needs of enterprise market development, need to change the traditional marketing mode, tourism enterprises should adapt to changing

market, change the old marketing way, the traditional marketing goal is to pursue market share, in the new market development situation, should be changed to Customer share is the goal, customer satisfaction, is a possession of customer value; At the same time, the marketing way of China and Qing brigade pays attention to the differentiation of tourism product, the tourism brand is the image of the tourist attraction, with the development of the tourism destination life cycle, the scenic destination of tourism, and Other products are similar, have their own life cycle, is a birth, development, mature and receded process, began to adapt to the market requirements, from the weak to strong development, tourism products through research design, to open the door to meet consumers, gradually form a specific market The influence of the field, eventually became his own tourism brand image.

Promotion of network marketing. Marketing is an act of people by creating, exchanging products and values with others, obtaining the required material, or a process, human beings have their own particular needs, in marketing, we should take full account of the specific needs of human beings, people need to meet their food and clothing in order to survive The needs of all aspects, as well as safety and ownership, respected and other needs, human needs are limited, but desire is very difficult to be satisfied, marketing is related to the market, more accurate is the development of business, information technology, we have entered the interconnection In the network business era, network marketing becomes an important place, is also an important marketing channel, network marketing one on the one hand can obtain more commodity information for consumers, but also increases the opportunity to expand the marketing channel of enterprises, promotes the brand competition of the market In order to improve the audience level of the brand, the Chinese and Qing brigades fully grasp the trend and trend of the development of the Internet, make the network layout, change to the Internet marketing mode in a timely manner, Internet marketing is an important marketing method, compared with the traditional marketing of Internet marketing and traditional marketing The big difference is that the medium of communication is different, and the travel enterprise has entered the traditional marketing mode and the internet marketing phase.

Internet is designed to transmit multiple languages, such as language, audio, digital image and so on, so that the exchange of information for the transaction can be exchanged in many forms and exchanged, so as to give full play to the creativity and initiative of marketers. Network marketing to the Internet as the platform, in the analysis of the current situation of the enterprise, the characteristics of the products and the characteristics of the industry, for the enterprise to customize personalized high-cost network marketing programs, and fully responsible for the effective implementation of

the program, China Qingbrigade full use of Internet development advantages, such as Set up WeChat public number, optimize the booking process, push APP, promote mobile internet marketing, layout Internet online travel platform and so on. And through the website, cyberspace soft text, introduction, etc. to promote, to tourists to provide suitable tourism products, improve the Internet marketing service level and ability, the network is the promotion of important tools, is also marketing important means, in the network marketing, the medium and Qing brigades fully handle To grasp the core of network marketing, make rational Internet resource layout and use, realize the effective promotion and consumption of online travel products, create a good market image.

The tourism industry of our country has developed into a diversified mode of sightseeing, recreation, leisure and vacation, which has developed into a diversified mode of tourism, recreation, leisure and vacation China Qingbrigade fully grasp online marketing promotion activities and, expand mobile phone APP software development, fully promoted offline users to the online transfer, obtained a very good development.

3.4.2 CYTS marketing enlightenment

Medium green brigade shareholder background is strong, the enterprise is the development of a more leading tourism enterprise, the tourism plate is rich, the business diversification develops quickly, its marketing idea has its own characteristics, but also there are some shortcomings.

Rapid development of diversity and timely promotion of diversified tourism brands. According to the characteristics of industry development, China CYL grasps the main business of tourism, follows the basic principle of tourism development, formulates its own industry vision development goal, defines its own industry role in tourism, strengthens the allocation of tourism factor resources, makes rational arrangement of tourism project development and long-distance planning In order to promote tourism resources export capacity promotion, leisure tourism, online travel, tourism supporting facilities, tourism integration development, the introduction of tourism professionals, innovation consciousness, timely capture market opportunities, promote the launch of the tourist hotel inn, full grasp of tourism diversification, more Industry trends in the development of the business state, promote the construction of key scenic spots, pay attention to the improvement of supporting facilities. In the business layout, pay attention to the cultivation of core tourism brand, continuously introduce boutique tourism products, consumers demand of leisure tourism strong, timely launch a series of representative projects of leisure tourism; landscape resort

tourism development fast, some characteristic cultural leisure tourism products Influenced by consumers, industrial and agricultural sightseeing, island leisure holidays, urban tourism brands, boutique tourism hotels and other diversified development. It has formed a rich variety of tourism brand characteristics.

Rich marketing concept into the business system. The Chinese and Qing brigades actively construct the tourism business development pattern, integrate cultural tourism, green ecology, slow life experience, recreation, recreation, health care and other markets by people's attention to the high degree of attention and attention to the concept of integration into the marketing promotion, the rich marketing concept, the high-rise regional culture, the cultural landscape Integrate the concept of cultural landscape development and construction, combine tourism leisure and sightseeing, combine leisure relaxation and spiritual influence, pay attention to the different experiences and feelings of material and spirit.

Tourism enterprises have more projects that need to be developed, the Chinese and Qing brigades integrate the concept of resources and environmental protection to the development, pay attention to the protection of resources, Wuzhen is the marketing concept of successful practice, Wuzhen position is located in Tongxiang City, Hangzhou, 80 kilometers from Hangzhou, to another Suzhou is about 80 kilometers away from the old town, more than 140 kilometers from Shanghai. It is one of the first Chinese historical and cultural towns, beautiful towns, has a long history of more than six thousand years, is China's 5A-level scenic spot, there are "fish and rice of the village, silk of the House" According to the United States, China and Qing brigades actively develop the ancient town tourism in Wuzhen, while taking the tourism as the core, actively expanding the hotel management, meeting services and other business sectors, the brand characteristic is obvious, has obtained the market recognition. It is the representative of the successful marketing project combining leisure tourism with humanism.

Actively carry out network marketing. The network marketing English expression is On-line Marketing marketing is the enterprise's marketing promotion, the management of the values of the enterprise management of the value of the network marketing as an enterprise management component, already is the majority of the enterprise management strategy components, is the enterprise In the modern market competition, network marketing is mainly based on the Internet as the basic means to create an online business environment. Can use a variety of ways, such as E-mail marketing, WeChat and micro blog marketing, online advertising marketing, video marketing, media marketing, bidding promotion, ranking competition, etc., is online

marketing or electronic marketing, full use of the Internet marketing type, Internet marketing enterprise marketing push With the unprecedented efficiency, it also helps to reduce the enterprise's marketing cost, bring many unique convenience, network marketing has the characteristics of spreading wide, fast speed, can break the time zone limit, network marketing has interactive and deep characteristic, different from tradition The one-way communication of the media, but the dissemination of information, has an obvious advantage in the dissemination of information, which is the great progress of the development of human science and technology.

China Qingbrigade is one of the earliest listed tourism enterprises in China. In the whole country, the number of branches has a large number of branches and consumers' recognition and recognition. In general, China CYL is one of the more successful enterprises in the development of tourism industry in China, despite the recent entry into the tourism industry emerging enterprises The challenge, but its sound operation, good market recognition, expected success of marketing is closely related. During the early development of China's Internet, the Chinese and Qing brigades began to lay out the network marketing, set up their own e-commerce company, and set up their own travel website Qingbrigade online.

The Chinese and Qing brigades actively use the new marketing method, from the traditional price products and so on as the center of the marketing method, continuously improve and enrich the marketing way, in the product content combination, price setting, marketing, product marketing propaganda and so on, fully with the Internet marketing mix. Use network marketing, break through geography and space-time constraints, actively layout overseas marketing, such as in its network interface, there are "domestic tourism" and "overseas tourism", there are Chinese, English, Japanese and other international languages, global layout.

Brand focus is not obvious. China Qingbrigade is the earliest listed tourism enterprise, although tourism resources are rich, the industry accumulation is very deep, the market positioning is very high, the industrialization operation degree is very deep, but the diversified business layout, it is easy to appear marketing not focusing on the problem, such as carry Cheng, we know mainly online flight wine The company that has a reservation, such as Lijiang tourism is a scenic spot tourism company, and so on, people know the specific operation of the enterprise, but to mention the medium and Qing brigade, we are very difficult to quickly respond to the key core travel brand and the idea is what. This is the medium-and-green tourism marketing strategy exists insufficient place.

Tourism resources from development to consumption, involve and drive the industry rich, industry chain from tourism resources development, brand force play, marketing and other links are, value added potential, comprehensive tourism parks more test comprehensive marketing promotion policy level, tourism atmosphere construction With the integration of historical influence, the continuous creation of brand influence and the effective design of tourist attractions, the Chinese and Qing brigades have their own definite positioning in the tourism product quality, product characteristics and enterprise market image, and in the enterprise brand design, tourism product promotion, corporate image marketing, Should have focus and focus, each business section can highlight the core marketing focus, attract consumer attention and memory, pay attention to the promotion of marketing effect. In order to further enhance the market awareness and core competitiveness of China's Qingbrigade Brigade, this requires a long-term orientation, comprehensive planning, cultural tourism brand mining, and forming its own core competitive advantage.

The cost-leading strategy is to require enterprises to achieve the lowest competitive advantage through effective ways to lower costs and achieve the lowest cost of the whole industry. The method is to set up efficient production mode, control all departments' expenditures and minimize research and development, marketing, advertising, services and management cost of expenditure. The gain is to set up barriers to entry for other businesses, compete with alternatives and reduce the bargaining power of buyers. But the downside is that profits are reduced and are vulnerable to external influences.

Differentiation strategy is also a personalized strategy, the enterprise divides the product, specialization, to design the products and services that meet the current needs of its customers, this to the enterprise's request is to have a strong R & D ability, and strong marketing level, its products and technology to achieve the leading level, and it also has the competitiveness of enterprises attracting innovative talents. The benefits lie in the ability to build customer loyalty, creating strong corporate access barriers. Increasing marginal cost of revenue. But the risk is that customers who lose some price-sensitive products differ significantly when the product enters maturity.

Centralization strategy is to concentrate marketing activities on a certain area, or a certain group of people, or a certain type of product, especially when the enterprise does not allow a broad-scale centralized strategy, from the point-to-face occupation market. The advantage is that it can focus on the advantages of the business to better serve a certain segment of the customer base. Strategic objectives, economic goals are simple and direct, can be very good appraisal and judgment. But the risk is that if

companies aren't targeting the target group, it's easy to hit companies hard, and there must be no strong competition from the same industry.

Each enterprise must clearly select a strategy from the three strategies, otherwise it will inevitably affect the strategic position of the enterprise, it is difficult to obtain high profit, lack of market share, and reduce capital investment. The industry's profits are high unless the industry's competitors do not have a clear choice of these three dominant strategies. Such as some monopolistic enterprises.



CHAPTER 4

AN EMPIRICAL ANALYSIS ON THE MARKETING CONCEPT OF TOURISM ENTERPRISES IN CHINA

The Internet age, the competition of tourism enterprises is fiercer, the convenience of the Internet and low cost, so that more enterprises can enter, the tourism enterprises in the course of operation according to the face of the internet and offline competition, such an environment of tourism enterprises product pricing, marketing strategy, brand propaganda There has been a great change in the way of internal management, and the change of marketing mode of e-business era necessitates a new marketing concept to meet the development needs of the new economic situation. The change of business model under the Internet brings opportunities for the development of tourism enterprises, but also brings new competition and new marketing ideas from the current economic development environment and conditions, combined with the characteristics of the development of the tourism industry, the formulation, marketing mode and the mode of the tourism enterprise's marketing strategy Bring new revelation and valuable reference application.

4.1 Green marketing based on ecological idea

With the rapid development of China's economy, the tourism industry has entered the period of rapid development, it also enters the period of popular tourism, and with the constant improvement of the external environment such as the infrastructure and the continuous improvement of service level, the tourism industry in our country has ushered in a good time for rapid development. With the rapid development and increasing competition, the tourism enterprises should take effective measures to overcome the existing problems, take effective measures to overcome the problems that exist, and take effective measures to overcome the existing problems, take advantage of the advantages of scale, excavate historical and cultural resources, and integrate beautiful natural ecological environment with a view to achieving full development and rapid development Accelerate industrial upgrading, develop its own differentiation strategy, establish a new marketing concept, build a focused tourism brand, enrich the connotation and enhance the core competitiveness.

4.1.1 Connotation of green marketing concept

Based on the social and enterprise's full realization of the concept of environmental protection, green marketing is the enterprise in the management of business, the enterprise's own interests, the interests of the consumer and the interests of environmental protection are unified, as the center, the products and services to think, plan, sales and system In the management of business, environmental protection as the guiding ideology, the green ecology as the value, the consumer's green ecological consumption as the principle.

Green marketing is based on the principle of environmental protection and ecology, as the key point for selecting and determining marketing mix. Based on green technology, green market and green economy, green marketing will not protect ecological protection as a publicity surface form Focus on the concept of promotion and product quality safety, is a guide to sustainable development, safe production management process concept, to achieve the harmonious coexistence of man and nature, co-existence of the positive effect.

In the traditional marketing concept, the enterprise's mission is to produce the product, make the product of the society, the consumer demand, the enterprise's own condition and competitor situation, mainly to meet the consumer demand, raise the enterprise operating profit, create a better advantage than the competitor, green marketing concept Read more is under the green marketing environment conditions the enterprise carries on the management. The primary problem of enterprise production and operation research is not to maximize the benefit of the enterprise itself, but to study the integration of the green marketing environment, the idea of enterprise marketing and the planning and implementation of decision-making, which should be considered as an important consideration for energy conservation, resources and environmental protection, which is marketing a foothold.

4.1.2 The main content of green marketing

Designing green products

Product strategy is the first step in marketing, enterprises implement green marketing, green products are the core, green products are the products that are beneficial to the environment, the core function of the product is to meet the traditional needs of consumers, tourism enterprises in the development of products, in the industry technology The requirements of operation and quality standards meet the needs of the society, the natural environment and the physical and mental health of human beings, and conform to the standards for environmental protection and safety and hygiene. The

physical portion of the product should reduce the consumption of resources, use renewable resources as much as possible, and the packaging of products should reduce the consumption of resources and make recycling. The focus of product production and sales is not to guide consumers to consume large quantities of production, but to guide consumers to consume the right amount of production and to fully reflect the concept of production aesthetics.

Making green prices

Price setting is an important part of entering the market, the important content of marketing is the pricing of products, and the implementation of green marketing can not help to study the development of green products, usually, green products in the early stage of the market, production costs will tend to be higher than the same traditional products, but also The cost of product environmental protection, including the development of product development, will be due to the increase or improvement of environmental protection function and the development funds, the use of new green raw materials, auxiliary materials and possibly increased resource costs, due to the implementation of green marketing and may increase the cost of management, sales expenses. However, the price increase is temporary, with the development of science and technology, the improvement of various environmental protection measures, the manufacturing cost of green products will gradually decrease, trend to stabilize, tourism enterprises to formulate green products, on the one hand these factors, on the other hand, tourism enterprises should also It is recognized that the development of economy, the improvement of living standard, people's concept is more and more strong, people's awareness of environmental protection increases, the consumer's standard of living increases, the disposable income increases, the consumers' acceptance of the goods, and the consumer's psychological demands will gradually converge. It is also said that consumers have the economic ability to meet the real needs of the heart, therefore, tourism enterprises to develop marketing green products, not only the market demand, but also the direct expression of consumer demand, actively adjust and adapt to this change, tourism enterprises will gain more market opportunities.

Expanding green marketing channels

Green marketing channel is the path of green products from producers to consumers, and the implementation of green marketing by tourism enterprises must establish the corresponding green marketing channel, which can be promoted from the following aspects.

We continuously promote and support the green concept of the middleman,

establish the appropriate interest relationship with the brokers, establish cooperation with the marketing company with operational specifications, and gradually establish a standardized and effective marketing business chain. At the same time, paying attention to the work of the marketing channel, the real implementation of green marketing, from the choice of green transportation, the establishment of green warehouse, to green handling, transportation, storage, management methods of the formulation and implementation, do a good job of the basic work of green marketing channel, and, as far as possible to build Short channel, wide channel, reduce channel resources consumption, reduce channel cost.

Green marketing activities

Green promotion to promote the media as a means, carry out green information dissemination, create a green consumption environment, can excavate consumer's green demand, promote the sales of green products, green promotion means of choice, tourism enterprises can be carried out in a variety of ways.

Green advertising. Through advertising on the tourism product's green concept of publicity, fully grasp the consumer's acceptance of the advertisement. In the green products market input stage and the long-term, through a large amount of green advertising, create a green atmosphere of marketing, stimulate consumer's desire to travel.

Green promotion. We will actively promote the green marketing and business promotion of green marketing personnel, promote the development of green marketing in terms of marketing scenario, product actual site, customer interaction exchange, tourism green information exchange, etc., and study the development trend of green marketing in the future so as to trigger the development of green marketing consumer buying behavior. In addition, the use of product offerings, product activities, etc. to stimulate consumer purchasing intention, promote consumption to buy.

Green public relations. Through the public relations personnel of enterprises to participate in a series of public relations activities, various forms of flexibility, such as publishing some targeted articles, organizing or participating in business activities, organizing or participating in public welfare activities, etc., enterprises actively engage with the social public to maintain communication and promote the public's green value concept, The establishment of tourism enterprises in the public to promote environmental protection, promote green market subjects, to establish a broad social base for green marketing, promote green marketing business development.

4.2 Integrated marketing based on brand

The highest level of marketing marketing network volume growth, but use the enterprise brand image, the marketing value to the public eye, the product to the consumer's heart. Tourism enterprises are also the same, set up a new marketing concept, tourism enterprises to give full play to the brand's function, carry out integrated marketing.

4.2.1 The concept of integrated marketing

Integrated marketing is emerging after rapid development of information technology, and the enterprise uses various marketing tools and means to integrate the resources, so as to enable the exchange of both parties to realize the value-added marketing concept in the interaction, integrating independent marketing, for example Advertising, direct marketing, sales operation, commodity management, marketing promotion and customer service are combined to form a joint integration, to produce the advantages of the integration of the elements, optimized the enterprise's marketing operation system, the enterprise product promotion, brand image, and the industry Dominance, efficient use of tangible and intangible assets to achieve the best combination of elements.

Integrated marketing takes the consumer as the focus, carries out effective reorganization of enterprise's behavior and market behavior, plays the characteristics of various resources, coordinates the use of various forms, the enterprise's goal serves as the whole needs to unify the image of the enterprise externally, through the visual and product tangible carrier, To express the enterprise's value concept, cultural connotation, market image and other information, to achieve the market and consumers' understanding of the whole and multi-orientation of the enterprise, to facilitate the establishment of trust between enterprises and the market, especially consumers, to promote the establishment of a good market image, to establish product brands and consumers Long-term close relationship, more effective to achieve advertising communication and product marketing purposes.

4.2.2 The content of integrated marketing concept

The rapid development of the Internet, the Internet as the carrier, the brand's visual image, in accordance with the method and concept of network communication, the implementation of marketing activities, become the enterprise shaping the brand's reputation and brand competitiveness, to improve the enterprise profit of the important

point. In the modern market environment rich in resource elements, integrated marketing can effectively solve the needs of consumers and emphasize the market needs of individual demand. Each factor resource can make full use of resources, enhance the efficiency of resources utilization, and form the advantage of combining ability to focus.

Take consumer as the core. The traditional marketing concept is mainly 4P, i.e. product, price, channel, promotion and so on as the core, value is product-oriented, not consumer-oriented, integrated marketing should be closely related to the consumer's own, it is the need to look at consumers in a comprehensive way, a consumer is not just in The choice of tourism products in a certain period, to observe the consumption characteristics and consumption preference of tourism customers, will create more opportunities for tourism enterprises, so that tourism customers are not "one-time choice" tourism products, but to repeat the consumption choice.

Tailored marketing for target markets. Integrated marketing emphasizes the focus on target market, provides more targeted services, the needs of each consumer group are different, and provides services to satisfy the consumer's inner preferences based on consumer group characteristics and consumer preferences. For tourism enterprises, the tourism consumption preference and choice of different groups are different, with the self-help of the family and the free line of the young group. It is emphasized that the difference between the needs of the target customers is always the difference between the needs of the target customers, and the demand response of the tourism customers is optimized and satisfactory Travel experience. In the application of integrated marketing, consumers should always be the center, the needs and experience of consumers, to analyze the needs and preferences of consumers, to understand consumers from a variety of perspectives, centralized management of consumers' information, and can establish consumer information management On the basis of the system, the information we mentioned above provides strong policy-making support for integrated marketing. The essence is to closely track consumer demand, provide consistent information for the dissemination of support points.

Give the enterprise brand the priority optimization factor. In general, integrated marketing consists of two dimensions: one is a level of resource integration, and the other is a straight line between the upper and lower resources. The integration of flat-layer resources reflects the content of the brand, the regrouping of information, the information media and the tools, the dissemination of information and management, etc.; the integration of up and down lines, including the enterprises in the market positioning, the media to achieve what kind of order the unified management of the

image of the foreign exhibition. In the brand communication, the enterprise brand image plays a leading role in consumer choice, so it is very important to integrate marketing and fully integrate the quality resources of tourism brand. The brand is the business card and image of the enterprise in the market. It is the first impression of the consumer to the enterprise. The logo, logo design, display of cultural connotation, the value concept of expression, fully integrate and display, attach importance to the management and maintenance of the brand, adhere to the principle of interaction and personalization, for example, tourism enterprises in the integration of marketing, should integrate online resources offline resources, the company products Brand, tourism scenic spot brand, hotel brand and other elements to optimize, give full play to the resultant force, in the concept, culture and other aspects to highlight its positioning and market image, to cater to the market and customer needs, shape good reputation and market image.

4.3 Implementing customized marketing with big data as support

Large data is a large collection of data. The concentration of this data resource is usually done in a series of time-length, and can not be acquired by one-time software. In the process of collecting data, the data classification, management and integration need to be managed by the enterprise managers Ability and analysis ability, for the collection of data obtained, these data are large, on the one hand, enterprises professionals from data discovery problems, insight into market changes, summary consumer spending characteristics change, etc., to the enterprise management information analysis and data processing capability of a very high On the other hand, on the other hand, in these huge numbers of data discovery value, the discovery of market opportunities, combined with the characteristics of its own industry, put forward the response to the market, especially customer change marketing method, big data essence is a powerful information tool, if the enterprise can effectively use, will be able to speak to the customer For more targeted services, with the advent of the Internet cloud era, big data attracts a lot of attention and is an important tool and method for business operation and development.

The electronic commerce era big data becomes the important marketing application tool of enterprise marketing, and the enterprise can obtain the effective information of consumer preferences more effectively.

4.3.1 Business change in the era of big data

With the development of information technology, the improvement of data

processing technology, big data in data thinking, business operation management mode, enterprise management, etc., has brought great changes to the management thinking of tourism enterprises, promoted the efficient management and management of tourism resources, in the current stage, the traditional brigade As a result of data resources, information technology and other aspects, we have failed to meet the requirements of large data management. In traditional tourism enterprises, the sample size of random sampling data of traditional tourism enterprises is limited and the analysis results are limited. The information provided to decision-making as the effective information of decision-making is limited, while in large data, the sample will be the whole The data information shows the relation between things, showing the association between the data, the commercial transformation brought by the big data, the concern of tourism enterprises to the products, and more is the tourism data, which can give the brigade Tour enterprises show useful value information, through the mining of the value of tourism data, can generate effective economic benefits, make efficient use of data, such as customer preferences, requirements related, tourism service supporting demand, future forecast analysis and so on.

4.3.2 Marketing concept under big data

The formation of a concept is a collection of many kinds of perception. Once the new idea has been formed, it can lead to a positive spillover effect. Tourism enterprises should promote their own new tourism products and brands, so as to guide and cultivate the cognition of tourism consumers and follow the original idea Based on the concept of consumers, to innovate. The transformation of marketing is reflected in the operation and development of tourism enterprises, enterprises need to pay more attention to the individuality and innovation of tourism products, and the enterprises should actively respond to the changes in the market, set up and develop tourism products according to the needs of the customers, and in the market promotion mode, the traditional newspaper, TV and so on have been used more, the Internet age, customers more is through the network, mobile phones and other self-media access to information, and to operate, enterprises should be more proactive in responding to the trend of Internet development, use new things, timely update marketing strategy and marketing way.

The tourism enterprises of the era of big data emphasize the sharing of data among tourism enterprises, the integration of tourism enterprises and technology, and the integration of large data technology, the tourism enterprises rely on the big data to form their own core resources, so as to be able to determine the competitiveness of enterprises and bring into play the big data value chain The advantages and the function of the creative subject of tourism enterprises can provide tourism platform for upstream

and downstream enterprises of the industrial chain, expand the new space of tourism enterprises, promote the emergence of new business forms, and promote the development level and comprehensive value of tourism enterprises.

Tourism industry is closely related to the industry, with large data as the connection, can bring about multi-directional multi-level integration of tourism enterprises, tourism enterprises should grasp the direction of national strategic development, achieve "tourism +" With the new development of the Internet age, tourism enterprises should actively integrate the big data, realize the accurate marketing of tourism, the demand of tourists in constant change, and the increasing demands of economic and social development on tourism enterprises, so the tourism enterprises should combine the needs of the people Select tourism enterprises to develop key areas, enhance the vitality of enterprises.

4.3.3 Using big data to implement precision marketing strategy

Innovative tourism business model, the basis of big data valuation is derived from the value of big data creation, the value of big data includes three aspects: big data with low cost advantage, from the business model of operation perspective; tourism enterprises use big data can promote the production efficiency improvement, tape For more economic value, the information of big data can help enterprises to analyze the customer's consumption behavior and demand characteristics, grasp the customer's needs, create differential advantage, make market segmentation and market positioning of tourists more accurately, improve the competitiveness of tourism enterprises and big data It is a resource element of the enterprise, breaks the rules of original industry value, uses the new perspective and way of thinking, creates the value of the tourism industry, the traditional tourism industry form, the travel agency is very important, the big data brings up the layout of the traditional value chain, the tourism product of the upstream and downstream of the industry and Service advantage can be better played out.

Data is a kind of information resource, which contains abundant business information, abundant data resources, the collection, analysis and application of marketing data for tourism enterprises. Market size and dynamic, timely tracking and understanding of consumer preferences, can cross-industry multi-dimensional analysis of relevant data of tourism market, play the role of data innovation platform, expand tourism market.

4.4 Interact with customers and implement experiential marketing

4.4.1 Connotation of experiential marketing

According to Alvin Toffler, a well-known scholar of the United States, the economic development of human society has experienced the new business trend that has come when the wave of industrialization of the agricultural society is centered economy, and the experience economy is a higher stage of service economic development, so as to create personalized reference. According to the degree of participation, the experience is divided into entertainment experience, education, aesthetic and escapism.

Experience marketing emphasizes the enterprise customer-centered, the design of the scene, the customer's demand preferences and special needs to carry out the service, strong pertinence is its more obvious characteristic, the customer is immersed in the experience of enjoying the service, produces beautiful and profound feeling, obtains the greatest degree. In the spirit of pleasure, experience marketing, the enterprise combines the senses of the senses, the spiritual experience, the emotional needs, the pleasure, etc., as the decision-making reference for product production or service, paying attention to the customer's full participation and inner satisfaction.

4.4.2 Making tourism experience marketing strategy from tourists' needs

Experience marketing and traditional marketing methods have a big difference, experience marketing from the consumer's needs, especially the consumer's innermost feelings, consumers will think the whole process of selling him a person's service, he receives special treatment, experience marketing value enterprise and consumer Interaction and communication, from the consumer's senses, emotions, more from the psychological and emotional level and the emotional level of interaction and communication, so that consumers from the psychological recognition of the enterprise products and services, the customer experience and experience is more profound, the marketing effect is better than the general Advertising promotion, experiential marketing methods and methods can be many, also a lot of flexible, less fixed way.

Entertainment marketing: Entertainment marketing takes the tourists' entertainment experience as the main consideration, people pay money and time out leisure recreation, is to get work life outside the experience, entertainment marketing

requires enterprises to sell products in entertainment experience, to create a unique entertainment experience for tourism customers, brigade During the tour, each tour customer wants to have a memorable and enjoyable experience. Therefore, it is the effective marketing way to capture the psychological needs of consumers when the tourism enterprise carries out marketing, carries out entertainment marketing and gives visitors the feeling of relaxation and enjoyment.

Emotion marketing: Emotion marketing is more focused on the customer's inner experience and experience, by stimulating and satisfying the customer's emotional needs of a marketing way, the tourism product has the impersonality, determines the emotional marketing in the marketing process important position, positive emotion can promote tourism product business promotion, Give the customer a good experience, bring the market reputation and image, can increase customer loyalty, and negative emotions, the customer satisfaction will be very low, affect even destroy the reputation of the enterprise, resulting in the loss of the customer, such as some tourism park staff to help families travel the tourists to look after Children wait for these actions to create a good emotional experience for visitors.

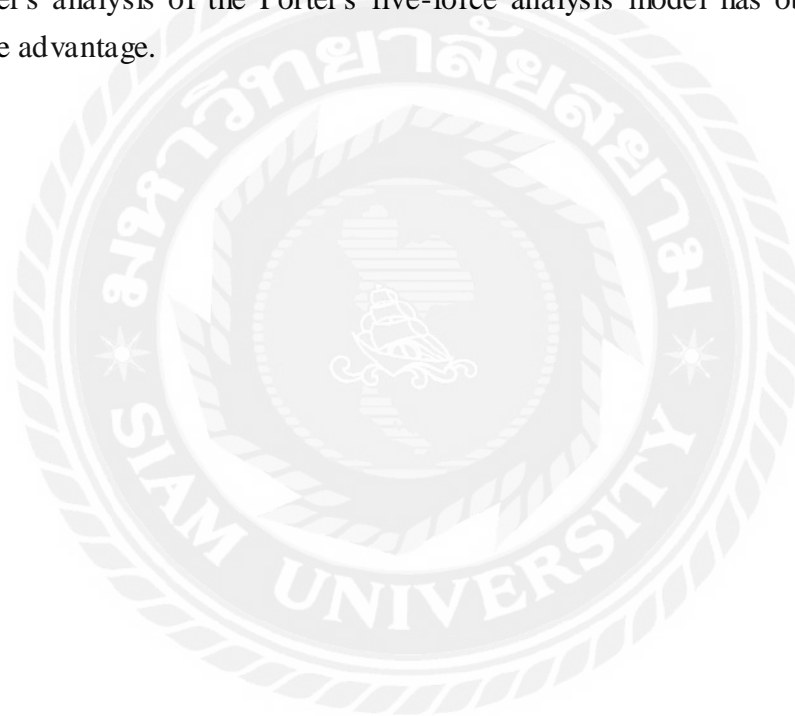
Service marketing: Based on experience marketing services, customer service experience as the core, personalized service, the customer provides a pleasant experience, experience marketing needs to serve as the core and foundation, the experience of the customer almost all the subjective feelings and feelings are built in all the products offered by the enterprise The product of the tourism enterprise is also the core of the service. Therefore, the author thinks that, for the tourism enterprise, it can be considered to be overemphasized: the service of the enterprise is good, the customer experience is good, the service is not good, the customer experience is not good.

Tourism enterprises provide customers with more products are embodied in the process of service, this feature and tangible goods have a great difference, from a point of view, the author thinks, the service in the tourism enterprise is very important and the key position, the traditional service marketing focuses on the quality of the service Experience marketing service requirements are higher, more emphasis is the customer's inner experience and experience, that is, the enterprise provides the service customer's emotional reaction, for tourism enterprises, the customer in the process of receiving services, is to make it feel different experience, which is proposed to tour enterprises Higher requirements also provide additional space for tourism products.

In the process of questionnaire design, we attribute the demand of consumers to the demand of electric vehicles as a few categories, which mainly affect the production and development of lithium battery enterprises, and we boil them down to three

categories: lithium battery enterprises own manufacturing level, from consumers selection of preference, from other aspects of the demand, and then we make further analysis of the different parts of the questionnaire, analyze the development factors that affect lithium battery, including lithium battery in the process of quality problems, lithium battery's own life problem, lithium battery energy storage size, lithium battery The applicable price model, consumer's awareness of environmental protection and consumption habits will further refine the problem and target, and then produce more research results.

Porter's five-force analysis model selects suppliers and buyers, potential entrants and alternative products in the industry, as well as competitors in the industry as the analytical model, runs through the various aspects of the management of the enterprise, so the Porter's analysis of the Porter's five-force analysis model has obvious skills Preoperative advantage.



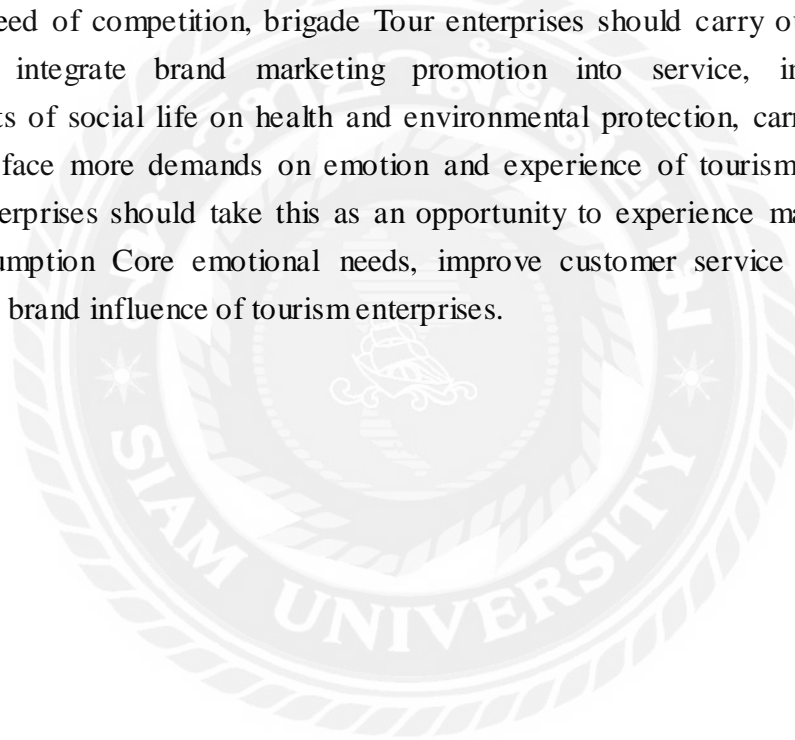
CHAPTER 5

RESULTS

With the rapid development of China's economy, people's living standard has changed greatly, especially with the increasing wealth of social products, tourism becomes the basic demand of people's daily life, tourism becomes the important leisure and entertainment mode of people's daily life, and the tourism industry of our country is eighty years. It has been established as one of the core industries of national economy. With the support of the government, our country's tourism industry has entered a new stage of development. With the development of economy, the demand for tourism has been released strongly and the tourism supply has entered the fierce competition stage, and the tourism enterprises have set up their own tourism Brand, marketing methods and means also have the characteristics, the enterprise marketing development through the products and services as the center of the period, the brand and the customer as the center of marketing concept to get more attention and market recognition, the rise of green health concept, the new marketing idea to cater to the market development Trend, At present, our country's more travel enterprise marketing idea still stays in the traditional own products promotion, Less attention to the changing needs of consumers, Tourism is the important sub-industry of the service industry, The tourism product provides a service, This product is through the enterprise in providing In the process of service, the quality of the products is reflected in the invisible service, the customer's demand is higher and higher, the profit and growth of the tourism enterprise is based on the customer's consumption and sustainable choice, the tourism enterprise, to establish its own core competitiveness, must Pay more attention to the experience of the visitor experience, improve the satisfaction of consumption, obtain more tourists' continuous consumption choice, and take the customer as the service marketing new idea, more emphasis on the society's concept of green environmental protection, pay attention to the customer experience and feel, in the interaction with the customer, carry on the brand Marketing promotion, achieve the integration factor, achieve the multi-win business purpose.

At present, our country is in the opportunity period of economic strategic adjustment. The state has more policy support and policy tilt in the new energy industry.

Based on the concept of tourism marketing in China's tourism industry, this paper analyzes the current situation and existing problems of our tourism industry in a comprehensive and thorough way. Through the industry's leading tourism enterprises, Qingbrigade, as a research case, combines the marketing theory with the environment of China's economic development as the background. This paper puts forward the new concept of tourism enterprises in our country, combs and locates the connotation and strategy of the new concept of tourism enterprise's tourism marketing, analyzes the basic principles and ideas that need to be followed. Based on the nature of the service nature of the tourism enterprise, the author emphasizes on the customer as the central research situation, combined with the changing market demand and the experience of consumers, the author thinks that the development of the tourism industry is broad, the competition will be fiercer, the establishment of marketing new idea is to deal with the objective need of competition, brigade Tour enterprises should carry out integrated marketing, integrate brand marketing promotion into service, integrate the requirements of social life on health and environmental protection, carry out green marketing, face more demands on emotion and experience of tourism consumers, tourism enterprises should take this as an opportunity to experience marketing and seize consumption Core emotional needs, improve customer service satisfaction, enhance the brand influence of tourism enterprises.



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