

Promotion optimization of tourism e-commerce enterprises under the background of cultural and tourism integration

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Abstract: The concept of cultural and tourism integration provides a new direction for the marketing of tourism e-commerce enterprises. Taking e-commerce technology, tourism enterprises have stepped into the road of rapid development. The promotion of tourism e-commerce enterprises under the background of cultural and tourism integration is not without crisis. Although many e-commerce enterprises have invested a lot of financial resources in publicity, they still cannot avoid the constraints of difficulties. In order to break the dilemma, based on the background of cultural and tourism integration, the author discusses how to optimize the promotion of tourism e-commerce enterprises for reference.

Key words: Blend of culture and tourism; Tourism e-commerce; Optimize the path

Introduction

In 2018, China's Ministry of Culture and Tourism was officially established, and since then, the culture and tourism industry have had closer cooperation. With the intensification of market competition and the huge potential of the market, tourism enterprises have made use of e-commerce platforms to expand their markets. Tourism e-commerce platform needs to use marketing means to stimulate and influence tourists' consumption intention, and promotion is one of the important marketing means. The sustainable development of tourism industry cannot be without powerful promotion means. On the basis of improving the quality of their products, tourism e-commerce enterprises should make use of a variety of marketing activities according to the demand characteristics of target tourists, and constantly improve the sales volume of their products online and offline. In real life, the number of promotional activities is not really proportional to the promotion effect, and most of the promotion results are not obvious, while culture is necessary for tourism. However, in tourism activities, cultural factors have not been well reflected, which is not deeply combined with tourism, and naturally has a great impact on the promotion of tourism e-commerce enterprises.

1. The current situation of tourism e-commerce under the integration of culture and tourism

The online tourism market has great potential for development, but the tourism pressure has not been eased, but increasingly fierce competition for market resources. In order to increase the market share, the tourism e-commerce has adopted a variety of marketing means, hoping to attract more tourists, especially the online consumer tourists. Among them, promotion is favored by many companies as a way to spread the most widely and achieve the best effect. In order to expand the online tourism market, the tourism e-commerce platform must obtain more market share and profits by means of online e-commerce, and there are not a few expenses for promotion every year. In fact, the cost of promotion is not proportional to the effect of promotion, which is determined by many factors. In the era of cultural and tourism integration, there are significant differences between the modern tourism market and the traditional tourism market, the demand of network tourists and traditional tourists, and the market environment faced by tourism e-commerce and traditional companies. In the context of the integration of culture and tourism, it is obvious that the simple copy of the traditional marketing model by tourism enterprises cannot achieve the best results.

2. Promotion optimization countermeasures of tourism e-commerce enterprises under the background of cultural and tourism integration

1. Attract consumer groups with the help of online platforms

Due to the ephemeral and volatile nature of network information itself, the promotion information of tourism e-commerce must be constantly updated to remind the vast number of tourism consumers. The design and publicity of mass information need to spend a huge amount of money, if only relying on the strength of tourism enterprises, it will increase the cost of enterprises. With the development of the Internet, there are many network media, some of which can provide users with free resources. If Internet media can be used for free promotion and new media marketing platform can be established to carry out promotional activities, costs can be saved and publicity efficiency can be improved. Wechat, microblog and client are the main positions of online marketing of new media, which have the characteristics of low cost, fast publicity and wide audience. They can avoid the limitation of time and space, and are suitable for long-term intensive promotional information delivery targeting the forgetting curve of consumers, so as to attract the attention of travelers. This method can effectively prevent the loss caused by the perishable characteristics of Internet information. In order to achieve longer publicity time and better publicity effect. Therefore, tourism enterprises should make full use of the power of Internet media, build a cooperation mechanism between enterprises and online media, build a new promotion platform, maintain the stock of traditional tourists, and develop new tourism consumer resources again. In addition, tourism enterprises should make use of the advantages of new media and e-commerce platforms to strengthen the effectiveness of publicity, control the cost of promotional activities to a minimum, and improve the promotion transmission rate. At the same time, tourism enterprises can also use big data technology to carry out precise marketing to consumers, provide targeted

services for tourists, and establish a good social image for tourism enterprises, so that online consumers can form a sticky relationship with enterprises and develop them into loyal customers.

2. Integrate tourism resources and adjust the promotion ratio

Traditional tourism is regarded as the elite tourism, the demand elasticity of products is large, and the effect of promotional activities is more significant. In China, due to the improvement of people's living standards and the growth of personal disposable income, tourism has entered the mass period, compared with the "elite" period, the cost of tourism is significantly reduced, and the effect of promotion is constantly weakened, and personalized customized service, circular, brand promotion and other non-price promotion has played an important role. In the traditional elite tourism era, in addition to official tourism, sightseeing tourism is the main form of tourism, mainly adopted for scenic spots as the guidance of the point scenic spot marketing model. In this stage, the resources, accommodation environment and transportation of tourist attractions are the main marketing means, and the low-price promotion is the main method. However, in the era of mass tourism, the spot tourism model dominated by scenic spots has been replaced by plates and chains, and regional plates and chains have become the inevitable choice of mass tourism. Tourism enterprises have shifted their focus from how to attract tourists to how to delay their stay, so as to improve the quality of single tour consumption. In this case, what tourists are concerned about is no longer the price, but how to improve their travel quality. At the same time, e-commerce platforms have provided tourists with a large amount of relevant information, and tourism information has become more transparent, and tourists can make the most economical purchase decision by comparing these information. Compared with the past, the commodity information is more transparent now, and the advantage of low price promotion has disappeared. In the era of e-commerce, tourism e-commerce platforms should give full play to their resource advantages, make full use of the Internet, give full play to the role of the Internet, and use big data technology to accurately locate potential tourists. According to the needs of customers, tourism enterprises carry out accurate promotion, and at the same time make use of the advantages of e-commerce platforms to provide customers with pictures, audio, short video and other services, and attract the attention of online tourists with propaganda information under virtual reality technology. When using e-commerce platform to carry out promotion, tourism enterprises should properly adjust the proportion of price promotion and non-price promotion, and pay particular attention to non-price promotion represented by emotion and culture.

3. Explore the cultural connotation and enrich the promotional content

Since ancient times, tourism has been closely related to culture, and the establishment of the Ministry of Culture and Tourism has promoted the integration of culture and tourism to the national strategic level, using cultural factors to promote the development of tourism, and using tourism activities to reflect culture. In the past, relatively single tourism commodities have been unable to fully meet consumer demand, and users pay more attention to interactive experience. For the majority of tourists, travel is no longer just sitting in the car to sleep, or simply taking photos after arriving at the destination. On the basis of affordable travel prices, many tourists will choose their own more comfortable travel methods. Inner experience is more important to them, and they are more eager for in-depth, cultured and high-quality travel. Tourism e-commerce enterprises use Internet technology and big data platform to carry out precise promotions. Although promotional activities will have an impact on consumers' purchasing behaviors, consumers' rich purchasing experience and knowledge will reduce the impact of promotional activities to a large extent. In this regard, the author believes that e-commerce enterprises can take advantage of e-commerce platforms and adopt advanced technological means to show tourists more information when promoting and promoting tourism companies through AR technology, small videos and other media, especially to provide tourists with cultural experience scenes, show cultural values and ecological environment views, so as to arouse the resonance of tourists' values. To form an internal collision of ideas, deepen their consumption experience, and ultimately achieve a win-win situation for enterprises and consumers.

Along with the increase in the number of private cars, the market of free travel and self-drive tour is gradually showing a hot trend, which reflects the pursuit of freedom and self-worth of tourists. At present, tourists' social demand has increased greatly, which requires promotion activities to dig deep into the essence of social demand, especially cultural values. In the promotion process, it is necessary to give full play to the role of various elements, excavate its cultural connotation, integrate its own cultural characteristics, and realize the integration of market characteristics. Through innovative secondary creation of promotion factors, tourists' cultural identity should be enhanced.

Concluding Remarks

To sum up, China's tourism has now entered the era from elite tourism to mass tourism, the traditional tourism development mode has gradually lagged behind, and the combination of online and offline tourism publicity mode has become the characteristic of tourism development in the new era. With the increase of national economic income, as well as changes in the social situation, the 2023 May Day golden week tourism market hit a record high, which laid the foundation for the development of the subsequent tourism industry. Based on the integration of culture and tourism, this paper analyzes how to optimize the promotion activities of e-commerce enterprises in tourism industry. The author put forward the use of network platform to attract consumer groups; Integrate tourism resources, adjust the promotion ratio; Mining cultural connotation, rich promotional content of the suggestions, hope that with the current good tourism situation, to help enterprises better carry out promotional activities, in order to continue the prosperity of tourism.

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