

Study of the Influencing Factors of Sichuan Tourism Promotion Strategies on Local Travelers' Intentions in the Post-Pandemic Era

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Abstract: This study investigates the relationship between promotional messages, promotional formats, promotional prices, innovation, enjoyment, interaction, leadership opinions, and travel intentions for creative travel destinations. The growing concept of creativity has been introduced into the tourism sector, and innovative tourism has been seen as a strategy to regenerate destinations materially, culturally, and socially. To develop tourism products and services that incorporate creative concepts and meet tourists' needs by creating more positive and lasting forms of experience, this study aims to examine tourists' consumption psychology in the context of creative tourism destinations. Past research has identified motivation, perceived value, and experience as three important factors influencing tourists' visit intention. The three research objectives are; to assess the influencing factors of Sichuan tourism promotion strategies on local consumers' travel intentions in the post-pandemic era, to analyze the influencing factors relating to Sichuan travelers' intentions, and to suggest the improvement to the travel promotional strategies for increasing travelers' interests.

Keywords: Tourism Promotion Strategies; Local Travelers; Post-Pandemic Era

1. Introduction

In the post-epidemic era, research and analysis of the influencing factors of Sichuan tourism promotion strategies on local consumers' willingness to travel will help to increase tourism consumption in Sichuan. Tourism marketing is crucial, and doing a good job in tourism marketing is an important means to improve the regional tourism market's competitiveness and rapidly develop the tourism industry. As a part of tourism marketing, the tourism promotion strategy uses various promotion methods to help promote the willingness of consumers to travel. After the outbreak of the new crown epidemic in 2020, the tourism industry has been dramatically affected. In the post-epidemic era, it is worthy of in-depth study to study and analyze tourism promotion strategies to increase consumers' willingness to travel. To this end, this topic takes Sichuan as a representative to explore the influencing factors of Sichuan tourism promotion strategies on local consumers' desire to travel.

2. Theoretical Basis

2.1 Theoretical Significance and Value

This study attempts to assess the relationship between risk perception, risk knowledge, and travel intentions of Chinese leisure travelers during the post-pandemic in the framework of information and policies. Combining the theory of consumption willingness and customer perceived value, this paper focuses on local consumers in Sichuan as the sampling area to discuss and analyze the influencing factors of Sichuan tourism promotion strategies on local consumers' travel willingness in the post-epidemic era, further enriching the theory of consumption willingness and customer perception.

2.2 Practical meaning and value

This paper takes the local consumers in Sichuan as the research object, summarizes the theory of consumption willingness and customer perceived value by domestic and foreign researchers, combines the theory of consumption willingness and

customer perceived value, and conducts a comprehensive investigation through data collection and questionnaire survey. Influence factors of Sichuan tourism promotion strategies on local consumers' travel willingness in the pandemic era to understand the influence of Sichuan tourism promotion strategies on local consumers' travel willingness in the post-epidemic era. This paper aims to complete the tourism promotion strategy of Sichuan by analyzing the influencing factors of Sichuan tourism promotion strategy on local consumers' willingness to travel.

3. Understanding the Influencing Factors of Sichuan Tourism Promotion Strategies on Local Travelers' Intentions in the Post-Pandemic Era

3.1 Consumption intention theory

Yang (2016)^[1] referred to the number of goods that consumers are willing and able to buy at different prices in a given period. Consumers are willing to accept that is consumer willingness. Under what circumstances will consumers be willing to buy and have, of course, when it is lacking? Commodity: The object to be purchased. Various prices: We should not simply understand the price as the amount of money and say that the cost is the most appropriate. Including opportunity cost, learning cost, time cost, etc. Therefore, consumer willingness, target, and cost can constitute the three elements of demand.

3.2 Customer perceived value theory

Jiang; & Sun. (2018)^[2] defined customer-perceived value as the overall evaluation of the utility of a product or service after weighing the perceived benefit of the customer with the cost of acquiring the product or service. Customers perceive value; people buy not things but their expectations. Consumers hope to achieve a particular customer value in the transaction process. The essence of customer value is customer perception, that is, the customer's subjective perception of the process and results of interaction with a particular enterprise, including the comparison and trade-off between customers' perceived gains and perceived losses. Customer perceived value refers to the customer's subjective perception of the value of the products or services provided by the company, which is different from the traditional concept of customer value. The latter refers to the value that the company believes that its products or services can provide customers, which belongs to the internal cognitive orientation of the enterprise; while the former refers to the value judgment of customers on the products or services provided by the enterprise, which belongs to the external customer cognitive orientation.

3.3 Tourism marketing strategy

Wang (2020)^[3] defined tourism marketing as the combination of marketing and tourism market, aiming to better meet the tourism needs of consumers through analysis, planning, execution, feedback, and control of various tourism economic activities. Better coordination to provide better service to consumers, improve visitor satisfaction, and achieve the economic and social goals of the scenic area.

4. The Conceptual Framework for the Research Study

4.1 Tourism promotion strategies

The tourism industry is unlike any other because it sells a place and all the things it has to offer instead of a product. The entire world every time involves tourism in a given destination, and this high level of competition demands a creative and unique approach. To be successful, the marketing strategies should constantly put forth the best possible image of the destination while creating interest on a broad scale in as many ways as possible.

5. The Influencing Factors of Sichuan Tourism Promotion Strategies on Local Travelers' Intentions in the Post-Pandemic Era

Yan (2020)^[4] verified the change in tourism image perception under public opinion and its relationship to potential tourists' travel intentions. The results show that: (1) Under the influence of public opinion, Wuhan's image perception has changed significantly, and cognitive image has a significant positive impact on the emotional image; (2) Cognitive image and emotional image both have a significant positive effect on perceived value, and the former has a significantly lower impact than the latter; (3) Under public opinion, situational value and emotional value in perceived value have a significant positive effect on behavioral intentions; (4) Perceived value plays a mediating role in the relationship between city image perception changes and tourists' behavioral intentions. Based on the validity measurement of planned behavior theory, a model for predicting customer behavior. With the development of leisure tourism, more and more people have successfully used this theory to study customers' behavioral intentions in leisure tourism. The main research objects are the tourism situation and details of the tourist destination. The research is conducted on tourists' perceived value, travel purchase intention, and repeated purchase intention, and targeted research programs and questions are put forward.

6. Conclusion

The problems existing in Sichuan tourism promotion strategy, from re-planning Sichuan tourism advertising slogans, strengthening the introduction and training of tourism marketing personnel, carrying out tourism business promotion activities in various aspects, and using public relations to conduct tourism in an all-round way A series of tourism promotion suggestions are put forward in terms of promotion and other factors. Consumer behavior is the key to marketing activities and affects the entire purchase or exchange behavior. Tourists also belong to consumers. According to the characteristics of tourism products, such as intangibility, un-storability, production and consumption simultaneity, etc., and according to the behavior parts of local tourism consumers in Sichuan, the paper puts forward the positioning, products, promotions, and promotion of tourism in Sichuan. Experience, word-of-mouth, network, and other practical and feasible marketing strategies, studied Sichuan tourism marketing from a new perspective.

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