

# Research on New Media Marketing Strategy in Jingyuetan Scenic Spot

**Junqian Hao**

**Department of Geography, Yunnan Normal University, Kunming 650500, China.**

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**Abstract:** With the continuous improvement of science and technology level, the era of new media represented by the Internet has arrived. New media can provide diversified marketing methods and information acquisition methods for tourist attractions, so new media marketing arises at The Times require, bringing new vitality and vitality to the development of tourist attractions. This paper takes Jingyuetan scenic spot as the research object, and puts forward improvement strategies for the problems existing in the new media marketing in Jingyuetan scenic spot, so as to provide reference ideas for other scenic spots to carry out new media marketing.

**Keywords:** Tourist Attractions; New Media Marketing; Jingyuetan

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## Introduction

The tourism industry belongs to the tertiary industry in China and occupies an important position. From the "Thirteenth Five-Year" Tourism Development Plan, the comprehensive completion of a well-off society provides a major opportunity for tourism development, and China's tourism industry will usher in a new round of golden development area. With the continuous improvement of technology, network technology, media technology and digital technology continue to develop and change, with the Internet and mobile Internet as the representative of the new media era came. In today's era of fierce competition in the tourism industry, scenic spots, in order to better survive and develop, in addition to improving the quality of tourism resources, tourism environment and improve the level of service, etc., but also to have a perfect new media marketing system.

## 1. Jingyuetan scenic area media marketing profile

### 1.1 Overview of Jingyuetan Scenic Area

Jingyuetan National Forest Park in Changchun City, Jilin Province is a national AAAA grade tourist attraction and national scenic spot, and is called sister lake with Sun Moon Lake in Taiwan Province, and is one of the eight scenic spots in Jilin Province, and is known as "Jingyuetan Shenxiu". The scenic area is known as "the first artificial forest in Asia" because of the complete forest ecological system of more than 30 species of trees built artificially. Jing Yuet Lake Scenic Area is also a national fitness outdoor activity base, and as the main venue of Changchun Summer Festival and Ice Festival, events and activities such as Jing Yuet Lake Forest Marathon and Jing Yuet Lake Dragon Boat Race are held. The main attractions of Jingyuetan Scenic Area include Jingyue Goddess Square, Bisson Jingyuetan Tower, Taiping Bell Tower and Windmill Tower, etc. There are rich animal and plant resources.

### 1.2 Overview of traditional media marketing in Jingyuetan Scenic Area

Jingyuetan Scenic Area makes full use of traditional media resources and vigorously markets itself with the help of various traditional media platforms such as TV, newspapers, magazines, radio and billboards. In the marketing process, it has been adhering to the marketing concept of "bringing publicity with activities and promoting development with publicity", choosing high-quality traditional media resources and promoting them gradually with purpose and plan.

### **1.2.1 TV marketing**

The marketing of Jingyuetan Scenic Area on TV has two focuses, one is to promote on CCTV channels to attract people's attention nationwide; the other is to cooperate with TV media in Jilin province to promote the area and pay attention to potential customers in the province.

The content of publicity on each channel of CCTV is also divided into two aspects, one is to publicize the events of Jingyuetan scenic spot through news and special reports, such as reporting the ice breaking bloom of Jingyuetan ice ling flower in "News Link". Secondly, the tourism products of Jingyuetan Scenic Area are publicized in the central channels, such as the special report on the winter ice and snow project dog pulling plow in Jingyuetan by CCTV financial channel "Life and Finance".

In Jilin province, information about the major activities of Jingyuetan Scenic Area or the number of tourists on various holidays are reported through programs such as "News Broadcast", "Discover Changchun" and "Live Changchun". Jingyuetan Scenic Area will also cooperate with Changchun Provincial TV station to broadcast live the activities or events of the area to deepen people's impression of Jingyuetan Scenic Area.

### **1.2.2 Newspaper and magazine media**

Jingyuetan Scenic Area reports various activities and special events held in the area in Jilin Daily, Changchun Daily, etc. Jing Yuetan Scenic Area also co-organized the Jing Yuetan scenery photography contest and scenic spot creation activities with Senghwa magazine.

### **1.2.3 Radio propaganda**

Jingyuetan Scenic Area and Jilin People's Radio, Jilin News Radio and other radio media cooperation, broadcast the basic information of Jingyuetan Scenic Area, various activities, etc., and can also interact with listeners in a row.

### **1.2.4 Outdoor advertising**

In addition to putting propaganda on indoor traditional media platform, Jing Yuetan Scenic Area also attaches importance to outdoor traditional media propaganda, such as playing advertisements of Jing Yuetan Scenic Area on the screen of the square with high flow of people and on the roof of the cab, and distributing net tourism leaflets.

## **1.3 Overview of new media marketing in Jingyuetan scenic area**

With the continuous development and change of the media industry, Jingyuetan Scenic Area has realized the importance of using new media marketing with a long-term perspective and put it into action, and started to build the new media marketing network of Jingyuetan Scenic Area as early as possible. Under the guidance of marketing team, Jingyuetan Scenic Area borrowed new media resources and used various new media platforms such as micro-blog and WeChat for marketing, and achieved good results.

### **1.3.1 Official website marketing**

The official website of Jingyuetan Scenic Area provides tourists with information and services such as scenic area dynamics, scenery display, online consultation, etc. Tourists can go to Jingyuetan WeChat public number and microblog client through the links provided by the official website.

### **1.3.2 Microblog marketing**

Jing Yue Tan Scenic Area has official microblog numbers in both Sina Weibo and Tencent Weibo. The official micro-blog of Jing Yuetan Scenic Area will update the information of tourism products and activities held in real time, reply to the comments of netizens, and also hold some online activities and interaction with netizens.

### **1.3.3 WeChat marketing**

There are many public WeChat numbers in Jingyuetan Scenic Area, "Jingyuetan" public number was opened in 2014, tourists can learn about the price of tickets, opening hours, preferential conditions, free conditions and other information from the public number. "It also provides services such as ticketing, consultation and complaint, and updates various articles related to the scenic spot to followers.

### **1.3.4 App marketing**

The App marketing of Jingyuetan Scenic Area is not to launch an official App, but to cooperate with App clients such as Today's Headlines and Tencent Penguin Platform, and open an official account for marketing.

### **1.3.5 E-commerce platform marketing**

With the booming development of tourism, all kinds of e-commerce platforms are growing rapidly, and the new media marketing network created by Jingyuetan Scenic Area includes e-commerce platform marketing. Jingyuetan scenic area and Ctrip tourism, Tongcheng tourism, Alibaba, Meituan network and other kinds of e-commerce platform cooperation, visitors can directly in these e-commerce platform to understand the tourism products of Jingyuetan scenic area, buy scenic tickets.

## **2. Problems of new media marketing in Jingyuetan scenic area**

For scenic spots, whether the new media marketing process can be smooth and effective is affected by a variety of factors. Although the new media marketing has the advantages of low cost, rapid information dissemination, precision, etc., but because the new media marketing in scenic spots is not long, many tourist attractions in the marketing process are fumbling, and there is no a more perfect marketing method to learn from, so in the process of new media marketing in scenic spots, there is also a lack of audience targeting, tourism theme is not distinctive and other problems. Jing Yuetan scenic area in the use of new media marketing, there are also many problems, affecting the process of new media marketing in the scenic area.

### **2.1 Traditional media and new media marketing are not integrated**

Because traditional media and new media have their own different advantages and audience groups, objectively decided that traditional media and new media integration and common development is the inevitable trend of media industry development. In this process of using media marketing, Jing Yuetan Scenic Area always splits traditional media and new media. For example, in the media marketing of Jingyuetan scenic area, it will divide the marketing personnel into two departments, one department of marketing personnel engaged in traditional media marketing and one department of marketing personnel engaged in new media marketing; the information released by the two departments on each marketing platform is also not discussed with each other, resulting in the information released is not the same, making it difficult for tourists to identify.

### **2.2 The professional level of the team of new media marketing is not high**

The overall number of marketing personnel in Jingyuetan Scenic Area is small, and most of them have not been professionally trained, mainly by people from other departments in a multi-tasking patchwork into a marketing team. In addition, the Jingyuetan scenic area does not have a standardized management model for the marketing team. This leads to in the new media era, in each tourist attractions are building a professional marketing team for the background of new media marketing, the new media marketing of Jingyuetan scenic area is difficult to stand out.

### **2.3 The content and form of new media marketing are not innovative enough**

Jing Yuetan scenic area in the process of new media marketing is only considering simple operation, do a superficial work, according to the previous marketing experience of marketing work, not seeking to stand out, only seeking no big over, and do not

explore the depth of marketing content and marketing form of innovation.

## **2.4 New media marketing is not a high degree of interaction**

Just as the country makes policy around the nation, enterprises to carry out business activities around the consumer, tourism scenic spots in the process of new media marketing should also be around the needs of tourists. Jing Yuetan scenic area in the new media marketing process, although there is interaction with tourists, but not in-depth communication, to a certain extent, still maintain the traditional media marketing thinking and ideas.

## **3. Net moon lake scenic spot new media marketing improvement strategy**

### **3.1 Promote the integration of traditional media and new media**

Media marketing of tourist attractions, both the use of traditional media marketing platform, but also the use of new media marketing platform, both have their own advantages, and is a complementary relationship, to the effective integration of traditional media marketing and new media marketing. First of all, to strengthen the integration of tourism scenic spot leaders awareness. Only the leader has the determination of traditional media and new media integration, enough attention to integration, can drive the other employees to work together. Secondly, there should be a reasonable integration program. Integration work can not be carried out casually, but must be fully prepared, according to the actual situation to develop a detailed integration program, and then only can be carefully implemented, human, material and financial resources will be integrated into one piece, make full use of, and reduce waste.

### **3.2 Improve the professional level of the new media marketing team**

In order to achieve better results in new media marketing in scenic spots, it is essential to improve the professional level of the marketing team. First of all, a standardized marketing management model needs to be developed. Senior marketing personnel should pay full attention to media marketing and play a good role in playing the head; middle-level personnel should develop reasonable marketing strategies according to the actual situation of the scenic spot, and should constantly adjust the marketing plan according to the marketing situation; bottom-level personnel should effectively implement the marketing plan, not against professional ethics, cheating and slippery. Then, the tourism scenic spot should focus on the training of marketing talents and improve the technical level of new media marketing application.

### **3.3 Innovation of new media marketing content and form**

The content of new media marketing of scenic spots should be in line with the actual situation of scenic spots and scenic products, and the content of media marketing such as scenic spot introduction, food, hotel, consultation, guide service and other information should be integrated, and then the content of marketing should be expressed in a vivid and interesting and unique way, which can leave a deep impression on readers. However, the media marketing content must always focus on the core tourism theme of the tourist attractions. Along with the booming development of new media, there are more options for the form of new media marketing in scenic spots. Tourism scenic spots can make people remember the scenic spots in an invisible way by inserting advertisements, or they can push different contents through different expressions for different audience groups. In short, tourism scenic spot only according to the marketing situation, and constantly innovate the content and form of media marketing, so that it can stand out in the many scenic spot marketing.

### **3.4 Improve the degree of interaction of new media marketing**

Traditional media is a one-way dissemination of information to the audience, while the new media is a two-way or even multi-way dissemination of information to the audience. Tourism attractions can grasp this feature, change the use of traditional media marketing when the solidification of ideas, improve the new media marketing and the degree of interaction with tourists. Tourism attractions only more interactive with tourists, such as timely responses to tourists' messages, more interactive activities can be

launched with tourists, prompting more active participation of tourists, in order to better understand the needs of tourists, and then attractions can be based on the needs of tourists, to provide personalized services and tourism products, to provide tourists with more choices.

In order to get better new media marketing effect, tourist attractions to continuously improve the new media marketing network, how to improve is also a key issue to be solved in the future new media marketing of tourist attractions.

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About the author: Hao Junqian (1999- -), female, born in Xinxiang, Henan province, with a master's degree, mainly engaged in regional economic development and management research.