

Digital Marketing for the Cultural and Tourism Industry in the Three Eastern Provinces Research on Development Impact

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ABSTRACT

In 2023, the General Office of the State Council issued several measures to unleash the potential of tourism consumption and promote high-quality development of the tourism industry. Local governments actively responded to national policies and promoted the development of cultural and tourism economy. The three eastern provinces are tourist destinations every winter, and their unique scenery and cultural sentiment make the Northeast region stand out during holidays. This winter, Harbin's ice and snow tourism has become popular, even sparking a competition frenzy among other regions in Northeast China and even the National Bureau of Culture and Tourism. This paper uses the SWOT model and PEST model to analyze Northeast China's natural and human resources, so as to study the help and advantages of digital marketing for its innovation and development, the lessons learned will help to provide a powerful marketing tool and channel for the cultural tourism industry, and promote the creative transformation of the current stage in the development of cultural tourism in Northeast China and throughout the country.

KEYWORDS

Digital marketing; The region of the three eastern provinces; Cultural and tourism industry

1. INTRODUCTION

According to data released by the Heilongjiang Department of Culture and Tourism, as of December 15, 2023, the order volume for the Heilongjiang New Year holiday increased by 490% year-on-year, while the order volume for the Harbin New Year holiday increased by 631% year-on-year. Harbin has received a total of 3.0479 million tourists during the New Year holiday, achieving a total tourism volume of nearly 6 billion times. The booming cultural and tourism industry in Northeast China cannot be separated from the exposure and promotion of online platforms and streaming media.

With the advent of the big data era and the fierce competition in the market, digital marketing has gradually become a medium and means of promotion for various industries. By using a large amount of data and frequent push frequencies as means to enhance consumer preferences for products or industries, marketing objectives can be achieved.

The success of cultural and tourism in Northeast China cannot be achieved without the support and assistance of digital marketing. So what is digital marketing? How can Northeast Culture and Tourism utilize digital marketing to transform negative public opinion into development momentum in a short period of time? What favorable development channels can other regions obtain from it? This article will delve into these issues in depth.

2. DIGITAL MARKETING

2.1. The Definition of Digital Marketing

Modern marketing guru Philip Kotler defined digital marketing in his book "Marketing Revolution 4.0: From Tradition to Digital", stating that digital marketing is a practical activity of products and services that communicates with consumers in a timely, relevant, customized, and cost saving manner.

Other scholars have defined digital marketing as the practical activity of using digital communication channels to promote products and services, in order to communicate with consumers in a timely, relevant, customized, and cost-effective manner [1]. To achieve marketing goals through the application of digital media, data, and technology [2]. The definition of digital marketing focuses on defining channel methods.

This article believes that digital marketing is a marketing activity that uses digital platforms to disseminate information and attract potential customers, after accurately analyzing consumer preferences, in order to promote products and services with high relevance.

2.2. The Characteristics of Digital Marketing

2.2.1. Personalized services

The personalized service of digital marketing refers to providing customized marketing strategies and experiences based on the individual characteristics, interests, and behavioral data of users. Analyzing consumer preferences to generate consumer profiles is the foundation for companies to utilize digital marketing strategies to provide personalized services to customers. Personalized services include personalized advertising placement, customized content recommendations, personalized email marketing, social media personalized marketing, and real-time interaction, in order to better understand and meet user needs, provide personalized marketing experiences, and increase user engagement, conversion rates, and loyalty.

2.2.2. Massive product information

Relying on the Internet platform and big data technology, digital marketing has the function of storing and optimizing hundreds of millions of information, including user data, market trends, competitive intelligence, promotion activity data, social media data, website and application data, etc. These information is the basis and advantage of the development of digital marketing model. Using data analysis tools and technologies to clean, sort and model data, and extract valuable insights is an important part of digital marketing. How to effectively process and analyze these massive amounts of information is also a challenge for marketing entities.

2.2.3. Low cost

The information published on the internet has a wide audience and higher acceptance, which can broaden the sales scope, cultivate more hidden consumers, and directly convey the information to consumers, shorten the distribution process, save certain costs, and make the product competitive in price. In addition, the delivery of information is based on accurate information analysis and targeted to interested users, which improves the accuracy of marketing and positioning, avoiding large-scale and inefficient information transmission.

2.2.4. Real time performance

Digital marketing has a high real-time performance. Compared with manual work, the Internet can run autonomously 24 hours according to algorithms and procedures, retrieve and collect relevant keywords for reference, quickly acquire and process information, adjust strategies and optimize effects in a timely manner. This enables marketing entities to respond more flexibly to market changes and user needs, improving the effectiveness and responsiveness of marketing activities. Digital

marketing can collect and analyze user data in real-time through various tools and platforms. This includes data such as website traffic, ad clicks, and social media interactions. Through real-time data analysis, enterprises can instantly understand user behavior and feedback, and adjust and optimize marketing strategies in a timely manner.

3. THE CULTURAL AND TOURISM INDUSTRY IN THE THREE EASTERN PROVINCES

3.1. SWOT Model Analysis

3.1.1. Strengths

Rich natural environment

Unique Winter Tourism Experience

Deep historical and cultural heritage

3.1.2. Weakness

Uneven development of cultural and tourism industry

The level of tourism services needs to be improved

Lack of innovative thinking and talent support

3.1.3. Opportunity

Support from national policies

The growth of tourism demand

The rise of emerging tourism formats

3.1.4. Threat

The intensification of market competition

The impact of natural disasters

3.1.5. Model analysis

Table 1. SWOT Model Analysis

	Opportunity	Threat
Strength	Adapting to market demand and combining technology to innovate the development of natural and cultural scenic spot [3]. Relying on the irreplaceability and uniqueness of scenic resources, and relying on policy support to vigorously develop related industries	Need to continuously improve one's own service quality and product innovation ability Systematic prevention and protection of natural disasters
Weakness	Digging deep into local historical, cultural, and distinctive resources to create a tourism brand with local characteristics Strengthen the training and management of tourism practitioners Increase investment and improve the level of infrastructure construction	Increase investment in infrastructure and improve service quality Actively building well-known brands and improving the visibility and reputation of the cultural and tourism industry Strengthen resource protection and management

3.2. PEST Model Analysis

3.2.1. Political

In recent years, the country has continuously strengthened its attention and support for the cultural and tourism industry. The Northeast region has also introduced a series of policies to support the development of the cultural and tourism industry, such as financial subsidies, tax incentives, and talent introduction. The development of the cultural and tourism industry is strictly regulated by laws and regulations. The formulation and implementation of laws and regulations in the cultural and tourism industry in Northeast China have been continuously improved, providing strong guarantees for the healthy development of the cultural and tourism industry.

The stability of international relations in the Northeast region, which borders countries such as Russia and North Korea, has a significant impact on the development of the cultural and tourism industry. At present, the overall stability of international relations in the Northeast region provides favorable conditions for international cooperation in the cultural and tourism industry.

3.2.2. Economic

With the improvement of living standards and the easing of the epidemic situation, people's demand for the cultural and tourism industry continues to grow. The Northeast region has a unique ice and snow culture and irreplaceable natural scenery, attracting a large number of tourists for tourism and sightseeing, with strong market demand. The investment environment in the cultural and tourism industry in the Northeast region has been continuously optimized, attracting a large amount of capital to enter the field of cultural and tourism industry. At the same time, the government actively guides financial institutions to provide financing support for cultural and tourism enterprises, promoting the development of the cultural and tourism industry.

3.2.3. Social

The Northeast region has unique ice and snow culture and folk culture, which provide rich materials for the cultural and tourism industry [4]. Meanwhile, strengthening cultural inheritance and innovation is also an important way to promote the development of the cultural tourism industry. The education level in Northeast China is relatively high, providing abundant talent resources for the cultural and tourism industry. By strengthening talent cultivation and introduction, the competitiveness and innovation ability of the cultural and tourism industry can be improved.

In addition, the warm and straightforward cultural atmosphere of the three provinces in Northeast China has also won the love of consumers. The handling measures and attitude of the local cultural and tourism bureau in the refund incident of the Ice and Snow World make people more intuitively feel the genuine attitude of the people in the three provinces in Northeast China. The social atmosphere makes its cultural and tourism industry have unique advantages and attraction.

3.2.4. Technological

With the continuous development of technology, the cultural and tourism industry is also facing opportunities and challenges in digital transformation. Northeast China can actively use the Internet, big data, artificial intelligence and other new technologies to promote the innovative development of the cultural and tourism industry. Smart tourism is one of the important trends in the development of the cultural and tourism industry. The Northeast region is continuously strengthening the construction of smart tourism, improving tourism management and service levels, and providing tourists with more convenient and comfortable tourism experiences.

4. THE IMPACT OF DIGITAL MARKETING ON NORTHEAST CULTURE AND TOURISM

The economic benefits of ice and snow tourism in Harbin reached its peak in 2019, with the city receiving 23.394 million tourists and a total revenue of 39.17 billion yuan, a year-on-year increase of 11.4% and 17.1%. In addition, Harbin has won multiple international and national honors due to its urban characteristics, such as the Chinese city that world tourists aspire to, the first batch of national cultural and tourism consumption pilot cities, the "China Winter Tourism Famous City", and the "Most Charming and Characteristic Destination". Data shows that China Railway Harbin Group Co., Ltd. sent a total of 1.446 million passengers from December 29, 2023 to January 2, 2024, reaching a historical peak during the same period; During the New Year holiday at Harbin Airport, a total of 1413 flights were guaranteed, transporting 205000 passengers, setting a new historical high. During the New Year's Day period, Harbin received a total of 3.0479 million tourists, achieving a total tourism revenue of 5.914 billion yuan. The number of tourists received and the total tourism revenue reached a historical peak.

In the beginning of 2023, Harbin's ice and snow tourism revenue reached a new high, which includes extensive marketing through streaming media platforms and short videos. The emergence of internet buzzwords such as "Southern Little Potato" and the continuous upgrading of Harbin's tourist attraction facilities have attracted many tourists, thereby driving healthy competition in the cultural and tourism markets of Jilin and Liaoning provinces. Various regions rely on digital marketing methods and platforms to promote local natural scenery and innovative historical and cultural characteristics.

Through the collection and induction of data, the following three points can be summarized:

4.1. Accurate Market Positioning and Promotion Strategies

Through big data analysis and user profiling technology, digital marketing can accurately grasp the needs and preferences of target tourists, providing them with personalized tourism products and services. This precision marketing not only improves tourist satisfaction, but also enhances the competitiveness of the cultural and tourism industry in Northeast China.

4.2. Cross Border Cooperation and Innovative Development

Through cooperation with e-commerce platforms, film and entertainment industries, digital marketing has brought more business opportunities and cooperation space to the cultural and tourism industry in Northeast China. This cross-border cooperation not only enriches the content of tourism products and services, but also broadens the development path of the cultural and tourism industry in Northeast China.

4.3. Stimulate User Interest and Interactivity

Through social media, short video platforms, and other channels, the ice and snow landscapes, folk customs, and other tourism resources in Northeast China will be visually displayed to tourists nationwide and even globally.

This visual presentation method makes tourists feel as if they are there, stimulating their strong interest in Northeast China and promoting the formation of tourism intentions. And innovate interactive forms, such as online live streaming, virtual tours, etc., so that tourists can have a deep understanding of the cultural characteristics and tourism resources of Northeast China before traveling. This interactive experience not only increases the sense of participation and immersion of tourists, but also enhances their awareness and favorability towards the cultural and tourism industry in Northeast China.

5. CONCLUSION

The vigorous development of ice and snow tourism in Harbin reflects the booming demand of the tourism industry market in the new era and the enthusiasm of consumers for tourism. At the same time, it demonstrates the impact of digital marketing and streaming media platforms on various industries in the context of the digital age. This development trend also inspires the cultural and tourism industries in the three eastern provinces to undergo sustained creative transformation and innovative development.

It is hoped that the cultural and tourism industry in the three eastern provinces and other regions of the country will strengthen the awareness of digital marketing, fully recognize its important role in the development of the cultural and tourism industry, and actively use the Internet, big data, social media and other digital marketing tools to enhance the popularity and influence of cultural and tourism products. To build a comprehensive marketing system, we cannot rely solely on digital marketing methods to establish an integrated comprehensive marketing system in content construction, digital analysis, brand promotion, etc., to achieve precision marketing and personalized services. Deeply exploring regional cultural characteristics, the three eastern provinces have gained consumer preferences through their unique natural resources and humanistic care. Each province has its own unique regional culture and tourism resources, and resources should be deeply explored and integrated to create cultural and tourism brands with local characteristics. At the same time, it is possible to strengthen cross-border cooperation, strengthen cross-border cooperation with related industries such as culture, film and television, and entertainment, and achieve win-win results.

In short, the success of the cultural and tourism industry in the three eastern provinces cannot be separated from its own innovation. In the future, we should also adhere to the concept of innovation, combine consumer preferences, and develop creatively. At the same time, the experience of actively developing cultural and tourism industries in the three eastern provinces through digital marketing methods has important reference significance for the cultural and tourism industries in other provinces. By strengthening digital marketing awareness, building a comprehensive marketing system, exploring regional cultural characteristics, and strengthening cross-border cooperation, we pay attention to the needs of the cultural and tourism market, achieve vigorous development, and ultimately realize the beautiful vision of China's cultural and tourism industry thriving.

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