

Innovation of Marketing Strategies in the Tourism Market under the Background of Smart Tourism

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Abstract. In the development of modern tourism, smart tourism, as a major direction, signifies the deep integration of information technology and the tourism industry. To achieve established goals, organizations need to keep pace with the times and continually adapt to and lead the new trends in industry development. In specific practice, conducting thorough market research is essential. The current tourism market exhibits diversified and personalized consumption characteristics, requiring organizations to deeply understand consumer needs and preferences to provide more accurate and efficient services. Through big data analysis and artificial intelligence technology, organizations can more precisely grasp market dynamics, providing strong support for the formulation of marketing strategies. In various marketing events, organizations should be based on development, continually summarizing experiences, exploring innovative paths, and through cross-industry cooperation, more tourism industry marketing resources can be tapped to achieve effective connection between the tourism industry and other industry structures, promoting diversified development of regional economy.

Keywords: Smart Tourism; Tourism Market; Marketing Strategy.

1. Introduction

In the innovative practice of tourism market marketing strategies, active participation of related enterprises is crucial to promote the development of tourism. With the rapid development of smart tourism in China, traditional tourism market marketing schemes have been innovated, realizing the full integration of information technology in China's tourism marketing practices, and advancing the intelligentization of tourism services in scenic spots. Smart tourism is not only a subversion of traditional tourism market marketing schemes but also a deep integration of information technology in tourism marketing practices. By introducing cutting-edge technologies such as cloud computing, big data, and the Internet of Things, it is possible to more accurately grasp market demand, provide tourism services more efficiently, and comprehensively enhance the tourist experience[1-3]. Under the background of smart tourism, traditional marketing methods in the tourism industry can be innovated based on the characteristics of economic construction in the new era. For example, precise marketing can be conducted through social media platforms, potential tourist needs can be explored through big data analysis, personalized tourism products and services can be provided, local tourism brands with distinctive features can be created, and contemporary spiritual needs can be met.

2. Characteristics of Smart Tourism

2.1. Implementation of Intelligent Services

The main feature of smart tourism is intelligent development. When tourists have tourism demands, they need to send personal demand information to the tourism service platform. The system can automatically combine multiple information such as hotels, weather, and transportation to tailor the best tourism solutions for tourists, achieving the best tourism conditions. During the tourism process, tourists can access virtual reality resources through the network at any time, refer to other tourists' tourism experiences, and better plan their own itineraries. Moreover, smart tourism allows tourists to adjust their travel plans based on real-time experiences during the visit and interact with service personnel in real-time to ensure the smooth progress of the itinerary. After the tour, tourists can

provide feedback on their real feelings to the tourism management department through the network platform, which is crucial for tourism enterprises. It can help enterprises adjust marketing strategies in real time and provide services more in line with tourist needs.

2.2. Effective Aggregation of Information Resources

Under the development background of smart tourism, tourism enterprises can combine the construction of public facilities in tourist attractions and use intelligent devices to provide detailed network information publicity for cultural relics, historical culture, and major tourist attractions in tourist attractions. When planning their itinerary, tourists can obtain the required information more conveniently, improving the tourism experience. In addition, tourism enterprises should provide local tourism transportation services for tourists, such as real-time traffic information and public transportation inquiries, to ensure the smooth and convenient travel of tourists. By pushing these rich tourism resources to tourists through the Internet, tourism enterprises not only improve their own service levels but also promote the digital transformation of the tourism industry. Tourism enterprises also need to conduct real-time monitoring of the tourism industry chain and establish a network database to integrate rich tourism resources, provide basic data support for the realization of smart tourism, achieve harmonious operation between key nodes of the tourism industry chain, and realize unified management of smart tourism data, helping the transformation and upgrading of China's tourism industry.

2.3. Active Participation of Various Factors

Table 1. Elements of tourism marketing strategy formulation in the context of smart tourism

Subject	Detail
Government departments	Strengthen the supervision of tourism market data and information to ensure the authenticity of information
	Provide high-quality tourism public services, such as tourism consultation, emergency rescue and so on
	Get tourism marketing information feedback in time, and update network tourism information regularly
Tourism industry	Increase the purchase of intelligent equipment to realize the effective integration of online tourism resources
	According to the public facilities of tourist attractions, the information of cultural relics, historic sites and scenic spots will be publicized through the network
	Provide tourism transportation services and push tourism resources to tourists
Tourists	Browse scenic information and obtain basic data such as transportation and hotels with smart services
	Enjoy convenient travel complaint channels and provide feedback on travel experience
	Influence the strategy adjustment of tourism enterprises through behavior feedback, and promote industrial upgrading

Under the background of smart tourism, providing quality services as the core and formulating perfect marketing strategies are essential. To ensure the authenticity and diversity of online tourism resources, the participation of governments, enterprises, and tourists is required to form a joint force to ensure the smooth implementation of various tourism services (Table 1). Government departments should strengthen the supervision of tourism market data information to ensure the accuracy and timeliness of information. At the same time, they should provide high-quality public tourism services, such as tourism consulting and emergency rescue, to enhance tourists' travel sense of security. In addition, timely collect and process feedback on tourism marketing information, regularly update online

tourism information, and provide strong support for tourism enterprises to formulate scientific and reasonable marketing strategies. With the convenience of smart services, tourists can intelligently browse scenic spot information, obtain basic data such as transportation and hotels, and provide convenient tourism complaint channels. Tourism enterprises need to regularly conduct tourist satisfaction surveys and use data statistics, tourist behavior tracking, and other methods to help innovate and upgrade China's tourism industry, comprehensively improve the quality of tourism for the vast number of tourists, and promote the realization of smart tourism in China[4-5].

3. Impact of Smart Tourism on Tourism Market Marketing

3.1. Decrease in Tourists' Consumption Experience

Under the background of smart tourism, tourists begin to pay attention to the collection and investigation of relevant information about tourist attractions. According to survey results, the main channels through which tourists learn about tourist attractions are network data and information resources provided by travel agencies. In the process of formulating tourism plans, tourists will effectively integrate the obtained network information with information from other channels and use it as the main reference for tourism planning. Therefore, the formulation of tourism market marketing strategies requires obtaining detailed scenic area data from tourism intermediaries to design precise and attractive marketing materials[6]. These materials should cleverly integrate the local customs and characteristic activities of the scenic area while avoiding overly complex content to prevent weakening the freshness and experiential value for tourists. Through carefully designed information distribution, tourists are guided to form specific tourism focal points, thereby maintaining and enhancing the value of their tourism experience.

3.2. Enhancement of the Economic Status of Tourism Information

Smart tourism significantly enhances the economic value of tourism resources, and the application of network media technology innovates traditional tourism market marketing methods. To meet consumers' demand for precise tourism data, tourism marketing strategies need to establish online communication channels to meet tourists' experiences. Adapting to new market changes, smart tourism should play a guiding role in information resources and enhance the attractiveness of tourism destinations. New tourism methods should emerge, optimizing resource allocation based on tourist data feedback. Tourists can reasonably plan their itineraries based on network evaluations, jointly creating a high-quality tourism consumption environment. The overall storage of tourism information directly affects tourists' recognition of tourism strategies. Analyzing tourists' experiential needs and adjusting tourism market marketing strategies to ensure the ultimate experiential effect, using rich tourism information on the Internet, effectively addressing the time and space limitations in the traditional tourism industry promotion process, allowing tourists to independently compare scenic spots, understand market supply and demand, and expand the influence of tourism resources. The economic benefits brought by tourism information services are crucial for the development of the tourism industry. Therefore, designing "micro" marketing plans through official accounts such as Weibo and WeChat to interact with tourists, promoting scenic area content, reducing advertising costs, and emphasizing environmental protection are essential. Government departments and the social tourism industry need to conform to the trend of smart tourism, establish official channels, promote the innovation and development of the tourism industry, and demonstrate the strong vitality of the tourism market.

3.3. Propelling Interactive Tourism Marketing Methods

Under the background of smart tourism, online tourism information resources have low costs, allowing tourists to access resources anytime, anywhere, with rapid updates of scenic spot information and extensive coverage of marketing materials. The advantages of network technology are highlighted, requiring a re-planning of tourism marketing strategies, focusing on the interactivity

between consumers and enterprises to enhance the tourism industry's market competitiveness in the e-commerce era, to adapt to the development changes of informationized tourism, as shown in Figure One. Integrating tourism market marketing throughout various stages of tourism enterprise project development and product sales, providing high-quality post-tracking services for tourists, using tourism market marketing to influence tourists' entertainment behaviors during tourism, and making scientific and reasonable tourism decisions[7-8]. Interactive tourism marketing needs to achieve high interactivity with tourists, analyzing tourists' personalized tourism needs through the establishment of a smart tourism information platform and leveraging social network analysis. E-commerce technology can quickly respond to market changes and meet tourists' dynamic needs. Tourist feedback is the key to strategic innovation, and their authentic evaluations should serve as important bases for formulating marketing strategies. This not only improves the quality of tourism product design but also helps shape the unique brand of the tourism industry, enhance market competitiveness, and achieve sustainable development.

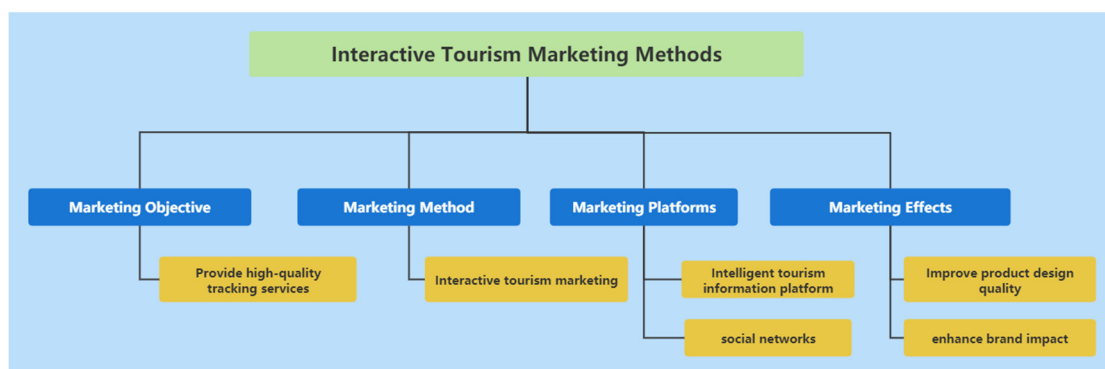


Figure 1. Interactive Tourism Marketing Methods

4. Innovation of Marketing Strategies in the Tourism Market under the Background of Smart Tourism

4.1. Development of Smart Tourism Information Technology

Under the background of smart tourism, the formulation of tourism market marketing strategies relies on scientific and technological support. China's tourism industry has entered the information age, and tourists habitually use mobile devices such as smartphones to query tourism information, plan routes, and book tickets. Data shows a significant increase in the reservation rate of scenic area tickets, and mobile apps have become tourists' preferred ticket booking method. Facing this trend of networking, innovative practices in tourism market marketing strategies require strong support from local governments and active cooperation with other organizations to jointly create a smart tourism ecosystem to meet tourists' personalized needs and promote the sustainable development of tourism. Tourism enterprises need to conduct in-depth market research to grasp tourists' personalized consumption demands. By integrating network data, carefully planning tourism routes, and automatically updating smart tourism project information, they can establish official accounts and verification QR codes, promote scenic area propaganda materials through network platforms, and construct thematic tourism promotion websites for tourists to browse and download scenic area information conveniently. Utilizing advanced information and communication technology to ensure the accurate and timely dissemination of tourism information, providing tourists with convenient and efficient tourism planning services, thereby enhancing tourist satisfaction and promoting the continuous development of the tourism industry.

4.2. Building Tourism Market Marketing Brands

For the current tourism market, "micro" marketing plans are launched to interact with tourists through social platforms such as Weibo and WeChat, promoting the characteristics of scenic areas and reducing promotional costs. Through "micro" marketing, providing environmentally friendly and green tourism public services, innovating traditional marketing models, demonstrating the vitality of the tourism market, establishing close connections with tourists, making tourism experiences more convenient and interesting, jointly promoting the sustainable development of the tourism industry. Local government departments and the tourism industry need to open official propaganda accounts in response to the times. For problems such as poor account management, insufficient interaction, and low information quality, the government should play a leading role, hire tourism experts to train tourism enterprises, update marketing concepts, and appoint special personnel to be responsible for the daily management of tourism enterprise Weibo to ensure the timeliness of tourism propaganda information[9]. Establish a professional management team to participate in regional tourism product market research, seek innovative breakthroughs based on marketing strategies, and continuously launch attractive marketing plans, create a good corporate culture with good reputation, and comprehensively improve the market competitiveness of tourism enterprises.

4.3. Integration of Various Media Resources

Under the development background of smart tourism, the formulation of tourism market marketing strategies needs to fully utilize the promotional role of traditional media, embodying the strong vitality of traditional media, and using new media to play the main role of smart tourism theme promotion. In order to more effectively promote tourist destinations, choose influential media platforms as the main marketing channels. Local governments and relevant organizations need to establish close cooperation relationships with major portal websites, jointly plan and organize a series of theme activities involving travel businesses and media participation to attract the attention of domestic tourism consumers, and fully display the unique charm and brand effects of tourist attractions through diverse propaganda means. Through such diversified marketing strategies, not only can the visibility and reputation of tourist attractions be enhanced, but also the development of tourism enterprises can be effectively promoted, achieving comprehensive improvement of economic benefits[10].

5. Conclusion

In summary, providing efficient tourism services and respecting people's personalized choices are the core of smart tourism development, thereby ensuring that every tourist can enjoy considerate and convenient experiences during their journey. To achieve this goal, smart tourism has conducted in-depth explorations in various aspects. In specific practices, through big data and artificial intelligence technology, smart tourism systems can analyze tourists' preferences and needs, provide customized tourism routes, hotels, restaurants, and other recommendations, making tourists' journeys more in line with personal tastes and fully respecting people's personalized choices. Additionally, establishing an information service platform that integrates various tourism resources, providing tourists with convenient query, booking, and payment functions, realizing the intelligent and integrated tourism services. Through the information service platform, tourists can obtain the required information anytime, anywhere, easily plan their own itineraries, and tightly combine Internet marketing with traditional tourism marketing methods to promote the prosperous development of the tourism market.

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