

Market Segmentation and Marketing Strategy of Semi-Guided Tourism Product

—Taking Guangzhou Tourism Consumption Market as an Example

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Abstract—With the development of the Internet and social economy as well as the change of people's tourism concepts, tourism has become a booming emerging industry, driving the development of the tertiary industry. With the rapid expansion of tourism market, tourism modes have also been diversified. Traditional group tourism has not met young people's need of individualization and autonomy due to its single way. Customized tours, self-guided tours and semi-guided tours have gradually penetrated into people's lives. Among them, emerging semi-guided tourism products have been favored in the tourism consumer market. However, semi-guided tour is in its infancy in China, and there are still problems in its product design targeting and marketing strategy. Therefore, this work took Guangzhou tourism consumers as the research object, and combined with the theory of marketing after market segmentation to obtain first-hand data, which adopted questionnaire survey method and interview method. Finally, it carried out market segmentation through data mining and put forward suggestions for problems existing in the marketing strategy of Guangzhou semi-guided tourism products.

Keywords—Semi-guided tour; Market segmentation; Marketing strategy

I. INTRODUCTION

With the development of the Internet, the way of tourism consumption is also becoming diversified. Traditional group tourism has not met young people's need of individualization and autonomy due to its single way. Customized tours, self-guided tours and semi-guided tours have gradually penetrated into people's lives. Among them, the semi-guided tour, which relies on travel agencies but allows consumers to independently choose travel content, freely control travel time and arrange travel routes by themselves, is favored by travel consumers.

According to relevant statistics, the self-guided tour which requires travel agencies to offer individual service accounts for 31% and group tour accounts for 20% [1]. The above data shows that in the current tourism market, group tour and self-guided tour account for only half of the market, which means half of the tourism market is occupied by semi-guided tour.

However, semi-guided tour is in its infancy in China, and there are still problems existing in its product design targeting

and marketing strategy. Therefore, this work took Guangzhou tourism consumers as the research object, and combined with the theory of marketing after market segmentation to obtain first-hand data, which adopted questionnaire survey method and interview method. In addition, it carried out market segmentation through data mining and put forward suggestions for problems existing in the marketing strategy of Guangzhou semi-guided tourism products.

II. LITERATURE REVIEW

What is semi-guided travel? Ge Mina, a scholar of Zhongnan University of Economics and Law, believes that semi-guided travel is a tourism business that travel agencies accept the commission of customers and provide them with relevant tourist guidance. It is neither the traditional group tour nor the current popular self-guided tour, but a new travel mode that combines the ease of group tour with the freedom of self-guided tour [2]. Tao Qinghua uses repeated game theory and balance analysis to find that only by making efforts to provide cost-effective semi-guided tourism products can travel agencies obtain long-term stable profits [3]. He also suggests that travel agencies should pay attention to the positioning of semi-guided tourism products and establish a credit mechanism for enterprises. At the same time, the government should strengthen supervision and ensure that the semi-guided business develops in a good direction with the efforts of many parties. At present, scholars at home and abroad have not yet formed a unified standard for the definition of semi-guided tour. In order to make this work going better, this work defined semi-guided tour as "any combination of tourism products between single commission and package tour purchased by consumers from travel agencies according to their own needs" based on the flexibility characteristics of semi-guided tour.

III. INVESTIGATION AND RESEARCH

A. Research ideas

As a first-tier city in China, Guangzhou not only has obvious economic advantages, but also acts as a representative of many cities in the tourism industry. Therefore, this work took Guangzhou as an example. This work investigated the semi-guided tour mode in Guangzhou by means of questionnaire survey and interview method, and interviewed tourism product salesmen of GZL Company to determine the target market and market demand of semi-guided tour. Finally,

this work researched on feasible marketing strategies based on the demand of target market, providing reference for the design and marketing of semi-guided tourism products for tourism enterprises in Guangzhou. At the same time, it provided some references for other regions and tourism business operators that are developing semi-guided tourism products.

B. Research objects

This work took Guangzhou tourism consumers as the research object and conducted questionnaire survey by means of random survey. This survey distributed 250 questionnaires and collected 250 questionnaires, and the collection rate of the questionnaire was 100%.

TABLE I. ANALYSIS OF THE BASIC SITUATION OF THE SAMPLE

Item	Option	Frequency	Percentage
Gender	Male	119	47.6%
	Female	131	52.4%
Age	Under 20 years old	41	16.4%
	21~30 years old	161	64.4%
	31~40 years old	23	9.2%
	41~50 years old	18	7.2%
	51~60 years old	4	1.6%
	61 years old or above	3	1.2%
	Government personnel	10	4%
Occupation	Corporate staff	52	20.8%
	Institutional staff	21	8.4%
	Student	134	53.6%
	Self-employed	14	6.6%
	Freelancer	6	2.4%
	Retired	3	1.2%
	Other	10	4%
	Unmarried	197	78.8%
	Married without children	13	5.2%
	Married and the youngest child is under 6 years old	12	4.8%
Marital status	Married and the youngest child is 7-18 years old	10	4%
	Married and the youngest child is over 19 years old	16	6.4%
	Other	2	0.8%

C. Research methods

1) Questionnaire method

It is a survey method to collect materials in written form. By issuing questionnaires to tourism consumers within a certain range by means of sample surveys, first-hand information can be obtained, and market demand and market segmentation can be understood through data statistics, so as to define marketing strategies.

2) Interview method

This method is to understand the value of current semi-guided travel products, consumer groups and different needs of different groups when selecting products through face-to-face conversations with interviewees, so as to provide effective guidance for enterprises in designing products.

IV. RESEARCH ON THE CURRENT SITUATION OF SEMI-GUIDED TOURISM MARKET IN GUANGZHOU

A. Research on the overall current situation of semi-guided tourism products market in Guangzhou

It is found in the survey that most of consumers' access to semi-guided tour information comes from network, relatives and friends. They consider the security guarantee problem, the poor accessibility of travel information and the lack of product consultation is main problems of semi-guided tour while

accepting this travel method. In addition, people are most interested in the flexible and free travel arrangements in the semi-guided tour. However, the current semi-guided tourism products on the market are mainly in the form of "plane + wine", indicating that the lack of pertinence and practicality of products design in the current tourism market is the major problem of semi-guided tour. Therefore, the travel agency should publicize and design its own products according to tourists' demands and problems, so that the products can meet the needs of the market.

B. Research on Consumer psychological factors

Results are as follows from the analysis of consumer psychological factors such as consumers' acceptance degree, satisfaction degree and access to semi-guided tourism product information:

TABLE II. ACCEPTANCE DEGREE OF GUANGZHOU CONSUMERS ON SEMI-GUIDED TOUR

Acceptance decree	Totally refuse	Refuse	Neutral	Accept	Totally accept
Number of people	0	3	80	145	22
Percentage	0	1.20%	32.00%	58.00%	8.80%

TABLE III. SATISFACTION DEGREE OF GUANGZHOU CONSUMERS ON SEMI-GUIDED TOUR

Satisfaction degree	Totally dissatisfied	Dissatisfied	Neutral	Satisfied	Totally satisfied
Number of people	0	0	116	93	41
Percentage	0	0	46.3%	37.04%	16.67%

Among the 250 consumers surveyed, 58% of the respondents accept the semi-guided tour, 8.80% totally accept, 32% are neutral, an only 1.02% totally refuse this type of tour. Results of the satisfaction degree show that 16.67% of the respondents are totally satisfied, 37.04% are satisfied, and 46.3%

of the survey respondents are neutral. This shows that people's satisfaction with semi-guided travel is still relatively high, and they are also very happy to accept this new type of travel. Therefore, semi-guided travel has greater market potential.

TABLE IV. CONSUMERS' ACCESS TO SEMI-GUIDED TRAVEL PRODUCT INFORMATION

Access channel	Internet	Newspapers and magazines	TV show	Travel agency	Relatives	Other
Number of people	197	46	30	96	111	13
Percentage	78.8%	18.4%	12%	38.4%	44.4%	5.2%

The survey results (TABLE IV) show that most people use the Internet to obtain tourist information, which accounts for 78.8%. Some people choose to obtain tourist information through relatives and friends, which accounts for 44.4%. At the same time, travel agencies are also the channel for people to obtain information. Among the consumers surveyed, 38.4% of the people obtain semi-guided tourist information through travel agencies. Therefore, with the highly developed Internet, travel agencies should use their online platforms to promote

their products. On the one hand, they must establish good reputation to maintain the loyalty of old customers, so that they can introduce new customers. On the other hand, travel agencies should establish good image by improving the professional level and sales ability of the staff, so as to increase market shares.

C. Research on consumer behavior factors

TABLE V. DISTRIBUTION OF TRAVEL TIME OF GUANGZHOU CONSUMERS' SEMI-GUIDED TRAVEL

Travel time	Weekends	Winter and summer vacation	Spring Festival	Golden week	Usual workday	Other
Number of people	38	108	23	20	15	46
Percentage	15.2%	43.2%	9.2%	8%	6%	18.4%

in the choice of travel time (TABLE V), most people choose to travel during the winter and summer vacations, which accounts for 43.2%, some choose to travel on weekends, which accounts for 15.2%, and 18.4% of respondents choose other time, mainly because they will travel whenever they have time and money, so there is no certain time. Therefore, tourism companies can analyze the slack and busy season of tourism according to the time of travel, so that they can design specific products and develop correct marketing strategies.

In terms of price (TABLE VI), 48% of respondents consider that the price between 501 and 1500 yuan is acceptable, and 26% of the respondents can only accept the price below 500 yuan, which shows that the price of semi-guided tour that people can accept is mainly 1,500 yuan and below.

TABLE VI. CONSUMERS' ACCEPTABLE PRICE RANGE FOR SEMI-GUIDED TRAVEL PRODUCTS

Acceptable price range	Less than 500 yuan	501-1500 yuan	1501-2500 yuan	2501-3500 yuan	3501-4500 yuan	More than 4500 yuan
Number of people	65	120	42	15	3	5
Percentage	26%	48%	16.8%	6%	1.2%	2%

V. MARKETING STRATEGIES

A. Product marketing strategy

It can be seen from the research that the tourism consumption group in Guangzhou is mainly concentrated in the youth group under the age of 30, and also involves some middle-aged and old-age consumers. Therefore, the tourism business operators should establish their core products and optional services when designing semi-guided tourism products, so as to enable the product portfolio to meet differentiated demands of different consumers. When designing and marketing products, they should enhance their core competitiveness through integrating core products and additional products as well as core service and additional service [4]. Travel agencies should form good cooperative relations with suppliers to achieve tourism resource integration, and make travel agencies become tourism supermarkets, so that consumers can purchase single or multiple products and services needed in travel agencies, including some relatively unpopular projects, such as routes customization service, tour guide and travel insurance [5].

B. Pricing strategy

The survey shows that the price range that people can accept for semi-guided tourism products is mainly concentrated below 1,500 yuan. Therefore, tourism operators should adopt appropriate strategies for pricing new products.

1) Penetration price strategy

The data shows that the price range that people can accept for semi-guided tourism products is mainly concentrated below 1,500 yuan. Therefore, enterprises can adopt penetration price strategy. At present, since people are not familiar with semi-guided tourism products, enterprises can establish good quality of semi-guided tourism product based on people's freshness and differentiation of semi-guided tourism products, and make market penetration at a moderate price, so as to gain market share. Relying on the fact that semi-guided tourists have a higher sensitivity to the price, enterprises can obtain the tourist market and market shares with high quality and low price, which is a common strategy at the early stage of new product entering into the market [6].

2) Seasonal price strategy

According to the survey, most people choose to travel during the winter and summer vacations and the golden weeks. Due to the concentration of travel time and vacation time, tourism will inevitably have the difference between slack season and busy season. In order to reduce the operational difficulties brought about by these two seasons, tourism business operators can enhance market appeal by actively developing slack season tourism projects and adopting seasonal price strategy to adjust and appropriately reduce prices during the slack season.

C. Relationship marketing

The survey results show that 44.4% of the information access channels for consumers to obtain semi-guided tourism

product information come from friends and relatives. Therefore, tourism companies should adopt relationship marketing strategies to start from existing customers and improve customer service quality to satisfy their demands, thereby enhancing customer recognition of the company and increasing customer loyalty [7].

VI. SUMMARY

This paper adopted questionnaire survey method and interview method to obtain data of the semi-guided tourism market segmentation in Guangzhou, then used relevant software for statistical analysis to explore the current situation of the semi-guided tourism product market in Guangzhou, and finally made recommendations. The main conclusions are as follows:

At present, tourism consumers in Guangzhou have a high degree of satisfaction and acceptance of semi-guided tourism products;

While tourism consumers have a strong desire to consume semi-guided tourism products, they also believe that it is difficult to obtain information and lack of product consulting service, which affects their choice of products;

The number of people who are familiar with semi-guided tourism products in the tourism market is still limited. Some people even do not know what semi-guided travel is. Therefore, tourism enterprises should increase the promotion of semi-guided tourism products, guide people to choose products, cultivate their consumption awareness, and open up markets from marketing channels to increase market share.

Although the current consumer groups of semi-guided tourism products are mainly concentrated in young people, there are also a small number of middle-aged and elderly consumers. Tourist business operators should also pay attention to the middle-aged and elderly groups while designing products that meet the needs of young people. If they can design differentiated products that meet the needs of different groups and increase sales of semi-guided tourism products, then they can get higher market shares.

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