

New Developments in Tourism Live Broadcasting

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Abstract—This paper aims to provide a theoretical basis for the realistic development of tourism live broadcast marketing. And the author used the literature analysis method and combined with the practice of China to deeply discuss the rise reasons and the current situation of tourism live broadcast marketing. This paper argues that tourism live broadcast marketing saves the cost of offline marketing and breaks through the limitation of using text and pictures to marketing of online marketing. With its strong interactivity, tourism live broadcast marketing satisfies the desire of consumers and is a new hot spot of online tourism marketing in the future. The innovation of this paper is to clarify the essence of tourism live broadcast marketing and to put forward some development suggestions in view of the existing problems.

Keywords—tourism; live broadcast; marketing; development

I. INTRODUCTION

May 2016, Chinese well-known tourism enterprises—"Qunar" in conjunction with Douyu live platform launched live tourism, Start a new era of live tourism marketing, then tourism companies followed suit. According to the 45th CNNIC "China's Internet development statistical report" shows, as of March 2020, Chinese network live broadcast user scale reaches 560 million, compared with the end of 2018, the number increased by 163 million. In 2019, the number of e-commerce live broadcast users rose to 265 million, accounting for 29.3% of all Internet users. The popularity of network live broadcast also promoted the development of tourism live broadcast marketing. As a cross-border product of integration, tourism live broadcast can allow the audience to experience the scene in real time while interacting with the live broadcast and other viewers, creating a "one-to-many" service model. In 2020, the rapidly developing live broadcast marketing will further become "popular style" under the catalysis of the epidemic. Travel agencies with difficult market conditions will join the live broadcast group, such as President of "Xiecheng" Liang Jianzhang opened live broadcast, in the camera to lead the audience to experience the Jurassic style of the Chinese

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Dinosaur Park, become the "travel world network celebrities". What is the essence of tourism live marketing? Why the sudden popularity? What are the future trends? What changes will live marketing bring to the tourism industry? Why do business celebrities broadcast live? The purpose of this paper is to discuss these problems in depth.

II. OVERVIEW OF DIRECT TRAVEL MARKETING

A. The Nature of Tourism Live Broadcast Marketing

Although tourism live broadcast marketing is the integration product of tourism and Internet industry with the network as the carrier for marketing purposes, its essence is the same as that of traditional shopping mall guide: in the shopping mall, the shopping guide introduces the characteristics, advantages and uses of the product to consumers face to face, so that consumers has a clear understanding about the product. On the network platform, the anchorman faces the lens to show the audience and introduce the tourism products, travel routes and so on, so that consumers can have a certain understanding of the products without leaving home. Both of them give consumers full expression right through the interaction of buyers and sellers, and let them get strong sense of participation and make purchase decision through the timely feedback of merchants.

The biggest advantage of live tourism marketing is that it not only retains the strong interactivity of offline marketing, but also breaks the limitation that can only use text and picture marketing in the past. It also uses the Internet to make live broadcast content more widely spread, and uses big data to count the different needs of consumers, so that marketing is more accurate and efficient.

B. Definition of Direct Travel Marketing

After defining the essence of travel live marketing and consulting existing relevant literature, this paper thinks that the definition of tourism live marketing is: based on consumer

demand, enterprises with the help of a certain platform to provide real tourist destination scenery of folk customs, cultural customs and so on by the anchor introduce to the audience or to recommend boutique tour routes, tourism products, etc. Let consumers through interaction with the live broadcast (merchants) and other audience to get immersive experience and commodity-related information, promote enterprises' brand identity or complete the purchase, thereby increasing product sales, brand promotion or enhance customer loyalty marketing means.

C. Causes of Rise

1) *Root causes: the drive of economic interests and the wide spread of Internet technology.*

With the rapid development of China's economy and the continuous progress of science and technology, the Internet has gradually become an indispensable existence in everyone's daily life. On the one hand, tourism live broadcast can make tourism and live broadcast platform to obtain funds, on the other hand, with the strong support of science and technology, smart phones have become more and more common from the emergence to the present, and a mobile phone can make users communicate, users' personalized needs, consumption and other links in one step. It can be said that as long as there is a network, the world is in our hands.

2) *Important Reasons*

a) *The number of internet users in China is increasing year by year*

With the arrival of the era of self-media, people's way of life and production has undergone great changes. Internet users publish personal information or what they see and hear through mobile phones, and everyone can become the protagonist of the network world, which provides the necessary objective conditions for the rise of live broadcast platform. According to the 44th China Internet Network Development Statistics report in 2019-the scale of Internet users, as of June 2019, the scale of mobile phone users in China reached 847 million, an increase of 29.84 million over the end of 2018, and the proportion of Internet users using mobile phones increased from 98.6 percent at the end of 2018 to 99.1 percent. As we all know, the development of tourism must have the participation of tourists, especially during the period of epidemic prevention and control, fiery live broadcasting also affects the development of tourism, which brings new opportunities and challenges to tourism.

b) *Meet the possibility of a variety of psychological, reduces the cost of time out*

The highly developed information technology provides unlimited possibilities for interpersonal communication. According to incomplete statistics, most of the Internet users watching live broadcast are mainly post-80s, post-90s and other people, under the multiple pressure of life and occupation, people have no time to take into account interpersonal communication, reduce the cost of going out time, and many feelings have no place to express become a common social phenomenon.

c) *The use of networks to express needs during epidemic prevention*

The year 2020 is a special year, because of the sudden outbreak of new coronal pneumonia, many people can not carry out normal production and life, can not go out to make the time at home extended, then pick up the mobile phone to alleviate the epidemic and various information disclosure caused by the pressure, anxiety and so on. Travel to become extravagant situation, tourism live broadcast has become a hot spot in the industry.

D. Analysis of the Present Situation of Direct Travel Marketing

1) *Advantages*

a) *Interactive communication is obvious, accurate positioning user needs*

In daily life, we pick up the mobile phones will receive some live text messages, live advertising window pop-up, in the travel live broadcast process, consumers can at any time to consult the product quality, price, characteristics and other questions to merchants, merchants will also feedback consumers through the live comment area, Both sides can achieve good interactive communication effect, so that consumers understand the product more clearly. Through live broadcast, merchants can close the distance between users and attract more fans.

b) *Price preferences*

Through live marketing, many tourism products without physical store supply costs, reduce the cost of products, the price will be more favorable, in special festivals merchants will also distribute coupons and full reduction activities, so that consumers harvest cheap and easy to use an experience.

c) *Remarkable celebrity effect*

Some businesses, on the one hand, in order to achieve profit goals, will invite some stars, network celebrities, social business people to sell goods together, on the other hand, merchants hope to make goods sales quickly, get a large number of customers, also enhance the popularity of celebrities, having it both ways.

d) *Broad live broadcast platform*

Now live broadcast platform is endless, according to incomplete statistics, there are at least 300 live broadcast platforms on the market at present, different types, such as Taobao live broadcast can combine commodity sales, store promotion and content operation organically, forming an innovative marketing model.

2) *Problems*

a) *Lack of physical visibility and poor quality*

Traditional tourism products are usually in the form of text and text to promote sales, and live delivery of goods is the process of buying products across the screen, from the other end of the screen will see more or less different from what we can feel in the physical store daily, so there is no guarantee of product quality problems.

b) *Live broadcast process issues*

In the process of watching live shopping, it is also not difficult to find that many anchors have to start a blank period at the beginning, first let customers into the live room and then start live broadcast, there are also some live broadcast will be in the live broadcast process suddenly network delay, live broadcast room is sealed and so on.

c) *Live time issues*

Anchorman in order to achieve performance, according to product quality, product characteristics and other multi-angle description of product practicality, cost-effective and other characteristics, a live broadcast has a long or short time. According to statistics, at present, the author learned that the live delivery time is at least one hour or more, some even from seven in the evening to eleven in the middle of the night, up to four hours, but also some anchors will be specially selected in some fixed time periods, live and down broadcast is also relatively short, there is no good customer experience.

d) *Uncertainty about delivery time*

Even if the anchorman promises the customer's delivery time quickly during the live broadcast, some anchors will also say words such as "take goods and arrange delivery quickly", "now take goods tomorrow all send out" and other words to win the trust of customers, but sometimes there will be delivery time and anchor description time does not match the situation, resulting in after-sales problems.

III. PROSPECTS FOR TOURISM LIVE BROADCAST MARKETING

A. *The Principle of Combining Live Marketing with Tourism*

- Consider the particularity of tourism industry. Because tourism produces experiential products, its seasonality, dependence, and vulnerability make it difficult to maintain consistent high quality for each trip. Coupled with the simultaneous production and consumption, intangible, non-transferable of tourism products, consumers cannot predict and test the quality of tourism products before buying. Therefore, marketing plays an important role in the tourism industry, only by fully considering its particularity can it play a marketing role.
- "Material object" should match live content. It is possible to encounter an emergency on the way to travel, but the controllable links such as food, accommodation and transportation must be consistent with the propaganda content, and if there is an accident, the merchant should remedy it in time. If the merchant in order to achieve the marketing purpose online false propaganda, offline but lower the standard to deceive consumers, then the loss only will outweighs the gain.
- Choose the right anchor. more popular Star network celebrities when the anchorman is, more business value could be produce, but whether it is in line with the brand culture, whether it is suitable for live content and whether professional literacy clearance is to be

considered. If like actress Yuan Shanshan's lack of common sense of cultural relics protection performance in a show which aim is to promote cultural relics protection, means she can not be competent for the cultural relics theme live broadcast anchor. Moreover, most of the tourist attractions have a strong cultural heritage, a knowledgeable, and understanding of the history of the anchor will more popular with the audience. After selecting the anchorman, the merchant should train it and communicate the product culture and selling point deeply. We should also regulate the behavior of anchors to avoid their personal negative impact on businesses.

B. *Ways of Tourism Live Broadcast Marketing*

- Sponsors live. The intensive phenomenon of advertising market is becoming more and more obvious, more and more brand gold owners close to the high-quality resources of high-quality platform. Tourism can also use this way, in the live broadcast process can combine tourism products with sponsor products, with the help of live broadcast platform to enhance brand influence and brand value, the brand thus accumulates popularity, dissemination power and a wide range of people, the masses in turn promote the reputation and influence of tourism products, promote the win-win between brand and tourism.
- Cooperation with national poverty alleviation and special fund projects. During the period of fighting against the new crown epidemic, the national financial revenue and the level of regional economic development are relatively slow, so we can speed up the development of the city by combining some small number of tourist attractions, rural areas and special poverty alleviation projects with tourism products through the live broadcast platform, which will help people understand the tourist cities, enhance the influence and popularity of tourist destinations, and expand the national tourism financial revenue.
- Online tourism e-commerce platforms cooperate with live broadcast platforms. Online tourism e-commerce industry is developing rapidly, represented by Ctrip, consumers can use the network to achieve personalized demand selection or travel service booking, through online payment to achieve effective docking with tourism suppliers. Based on this, the online tourism e-commerce platform can also cooperate with the live broadcast platform, and the two sides adopt the way of online live broadcast sales, which can make the customers of the two platforms flow, enhance influence with each other, obtain the source of customers and promote each other.

C. *Future Trends*

- Create an approachable corporate image. Tourism enterprises can learn from the entertainment industry's profit model: creating a reachless idol image in screen

to arouse fan's curiosity, and then through fan meeting, Weibo, live broadcast and other ways to meet the needs of fans to know their idols. When facing consumers, enterprises should step down from the altar, maintain a humorous and approachable attitude to shorten the distance with them.

- More tourism celebrities live broadcast in person, strengthen multi-party cooperation. Tourism is one of the most affected industries in the epidemic, and it will take a long time from depression to prosperity, so celebrity live broadcast is a "very special choice for very special time". The live broadcast of group presidents will not only play a significant leading role, can also strengthen the brand image, maintain customer stickiness, clear customer travel needs. The particularity of tourism determines consumers have some doubts on the quality of products, so strengthening cooperation with the government is the best way to dispel consumer doubts. In addition, tourism enterprises should cooperate with other media platforms to diversify the form of live broadcast.
- High quality products + immersion PR (public relation). "The high quality of products is the first productivity of marketing", although the reputation of anchors can also attract consumers, but the high quality of products is to explore potential customers, enhance customer viscosity, establish brand image of the winning magic weapon. And live content can not only focus on recommending products, but to sincerely share more content with consumers, spread brand values, let brand culture permeate consumer life.
- Better operation mechanism and better supervision system. With more and more attention paid to live broadcast marketing, the country trains relevant talents, and tourism enterprises introduce a large number of talents to make the live broadcast team more specialized. Tourism enterprises should also set up special departments to ensure the operation of live broadcast, the allocation of marketing resources, the evaluation and feedback of marketing results, the improvement of user experience and so on. And cannot ignore the basis like product quality and after-sales service because of the transfer of marketing platforms. In addition, the relevant departments should also establish a business integrity mechanism, anchor responsibility mechanism, false propaganda of the business or anchor into the blacklist; timely improvement of the relevant legal system, strengthen the supervision of live broadcast platform, better protect the legitimate rights and interests of consumers

IV. CONCLUSION

As a new and effective marketing method, tourism live broadcast marketing saves the cost of offline marketing, breaks the limitation of online marketing confined to text and picture, and satisfies the purchase desire of consumers with strong interactivity. The author believes that in addition to doing a good job of live tourism marketing, we should also make good use of the Internet data collection. This can not only accurately locate customer needs, achieve "goods looking for people" to improve the conversion rate, but also use data to refine product information, live broadcast topics and so on to optimize the user experience, and also can record the audience's preferences when watching live broadcast, better live broadcast service management. But at present the tourism direct broadcast marketing is still in the development stage, still has many shortcomings. In short, I believe that with the development of Internet technology, tourism live broadcast marketing will bring more development possibilities tourism.

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