

Research on the Market Expansion Strategy of Tourism Enterprises Under the Background of Big Data

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ABSTRACT

Based on the rapid development of technologies, big data has begun to be applied in various industries. Under the background of information data, the market structure of the tourism industry has changed, and competition based on big data technology has also begun. Traditional offline tourism companies strive to find their own characteristics and development directions, and online tourism platforms also quickly occupy the tourism market with price advantages. Tourism companies need to rely on innovative data technology to seek new market expansion. More and more tourism companies are beginning to study big data and its application. The data comes from Internet data, business data and tourism companies' own data. Based on the development status of tourism enterprises in the context of big data, this article analyzes the main problems facing tourism enterprises, proposes the use of big data for precise positioning and gives strategic suggestions, and relies on internet thinking models and innovative marketing models to achieve sustainable development.

Keywords: *Big data; tourism enterprises; market expansion; marketing*

1. INTRODUCTION

Tourism combines nature and history with history and culture, becoming the preferred leisure and relaxation method for gradually realizing the well-off class, and has huge market potential. From the perspective of the composition of the national economy, the tourism industry is a tertiary industry, which is highly comprehensive and has a great effect on the upstream and downstream enterprises. And the tourism industry is a green industry with no pollution. It is in line with the industrial structure adjustment and the development orientation under the new economic normal, and has a large space for long-term development. The development of big data technology has gradually matured, domestic tourism companies have begun to attach importance to the application of big data technology, and tourism companies have begun to study and use big data technology. Under the background of modern enterprise management informatization, how to use big data technology to analyze the positioning of enterprises and target markets, inspire potential customer groups, and expand market share is an urgent task for tourism enterprises to expand their market.

2. FOUR PRINCIPLES OF MARKET EXPANSION

In the process of market expansion, enterprises should adhere to market-oriented, resource-based, product-based, quality-critical, and efficiency-centric. When formulating

the market expansion strategy, it should be combined with the local actual situation and follow four basic principles.

2.1. Sustainability Principles

In the process of market expansion, enterprises should not only pursue the current economic benefits, but also fully consider the impact on the natural environment, human environment and social environment during the dynamic development process. Enterprises should carry out comprehensive overall planning, not only to ensure ecological benefits, but also to increase economic benefits, so as to achieve sustainable development of resources.

2.2. Market-oriented Principle

When formulating an enterprise market expansion strategy, two basic principles should be observed. These two basic principles are: discovering the needs of the market and tourists, and summarizing the laws of the market. Based on this principle, the whole process of making plans is divided into three stages, namely: early stage, middle stage and later stage. Carrying out market research in the early stage, data analysis and processing in the middle stage, forecasting and evaluating in the later stage. On this basis, it is proposed to formulate the target positioning of project expansion, which is conducive to actively facing market demand and the external competitive environment.

2.3. Principle of Economic Benefit

For the economic industry category, the ideal economic benefit is one of the purposes of developing enterprises. Therefore, on the basis of fully understanding the market, the company's capital input and output should be analyzed. In the market expansion strategy, a feasibility study should be conducted on the benefits, and key projects and products should be selected for priority development, with a view to achieving ideal economic benefits.

2.4. The Principle of Uniqueness

The unique principle of market expansion requires companies to make full use of the environment and resources that attract tourists in the process of strategy formulation. Secondly, on the basis of following the uniqueness, we should also enrich products and services from multiple angles, levels and diversity to meet the diverse needs of customers.

3. ANALYSIS OF THE STATUS QUO OF TOURISM ENTERPRISES BASED ON BIG DATA

3.1. Sales Data Analysis

The number of individual tourists has become the main type of tourists in the scenic area, with e-commerce and individual customers accounting for up to 90.1%. The proportion of e-commerce shows a large growth trend; the proportion of individual customers is basically the same; the proportion of travel agencies still shows a downward trend, as shown in Figure 1.

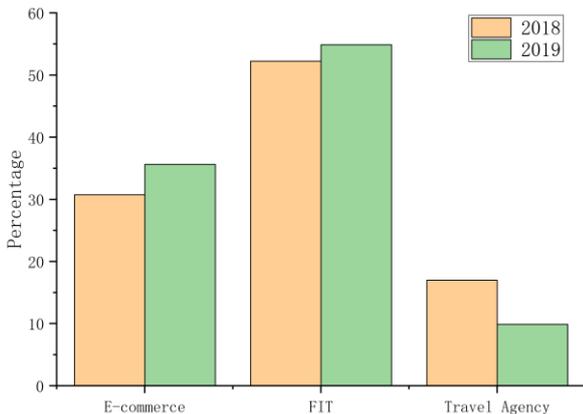


Figure 1. Tourism enterprise sales type data

3.2. Analysis of Tourist Age Distribution

According to the UN World Health Organization's criteria for age classification, 18-40 years old are young people, 40-

60 years old are middle-aged people, and 61 years old and above are old people. The age distribution is shown in Figure 2. Through the analysis of the collected data, it can be obtained that the proportion of tourists under the age of 30 participating in the tourism enterprise scenic spot is as high as 61.98%, and the proportion of tourists under the age of 50 is 90.5%. It shows that the young and middle-aged people are more interested in the scenic spot project and have the foundation of economic strength.

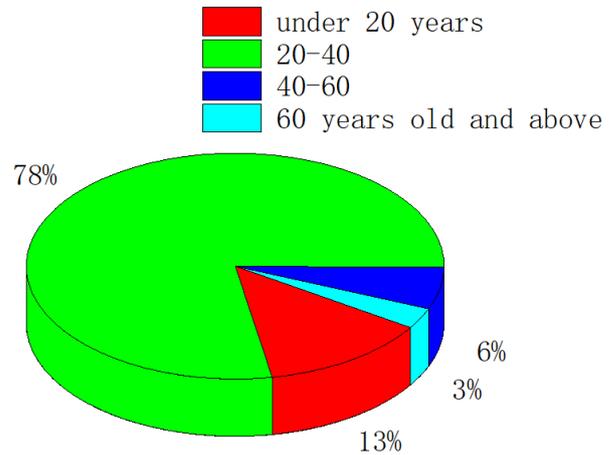


Figure 2. Age distribution of tourists in tourism enterprises

3.3. Analysis of current problems

3.3.1. When there are many tourists, the service quality will decline

The reception capacity of tourist attractions is limited. Exceeding the reception capacity of tourist attractions will lead to dangers in the supporting service facilities of the tourist attractions, resulting in a decline in service quality and damage to the reputation of the enterprise. Therefore, many star-level scenic spots have requirements for customers' daily visits, and the purpose is to ensure the quality of service. An analysis of the poor reviews of the tourists in the scenic area found that the main reason for the tourists' dissatisfaction was the excessive reception of tourists in the scenic area, which caused uncomfortable experiences during the tour. For example, the queuing time is too long, the service attitude of the management staff is poor, and the charges in the scenic spot are arbitrary.

3.3.2. Single marketing method

According to the statistics of the scenic spot data, most of the tourist groups obtain the information of the scenic spots of the tourist enterprises mainly from the WeChat public account and WeChat friend circle. However, the use of Internet, television, radio and other marketing methods to

attract tourists is not effective, and the marketing method is relatively simple. The reason may be that tourism companies have not fully considered the marketing methods of products, relying solely on word-of-mouth publicity of friends and family and WeChat public accounts, and cannot use modern Internet technology and traditional media for combined publicity. Therefore, in the future market expansion process, tourism enterprises should make full use of multiple channels to increase the visitors' favorability and acceptance of the scenic spot in all directions and in full coverage.

3.3.3. Potential tourists are not excavated and analyzed during the market expansion of scenic spots

Potential tourists in tourist enterprise scenic spots refer to those who have not yet visited the scenic spots. Data obtained through big data platforms or enterprise market research refers to tourists who have already visited the scenic area, and has not conducted in-depth mining and effective analysis of the people who have not visited the scenic area. Due to the obvious characteristics of the consumer experience of tourists, generally speaking, tourists are not willing to choose the same scenic spot or scenic spot as a tourist destination. Statistics show that the revisit rate of tourist attractions is low, only 26.2%, which requires the potential tourist group as an important research category for the market expansion of tourist enterprises. By analyzing the characteristics of potential tourists, consumer preferences and consumer psychology, it helps us make market predictions and attract more tourists. How to determine the range of potential tourists and make targeted data collection is a question that needs to be considered at this stage.

4. MARKET EXPANSION STRATEGY RESEARCH

Compared with traditional travel methods, the travel methods in the era of big data have undergone tremendous changes, mainly reflected in the ways of obtaining tourists, the needs of tourists, types of products and services, and marketing methods. Facing the increasingly fierce competition in the tourism market, tourism companies use big data technology to tap the audience of visitors, optimize product content and forms, and change marketing channels. These are effective ways to increase the core competitiveness of tourism companies and expand market share.

In the context of big data, traditional market expansion strategies can be optimized, and the use of data can be run through every process. Change the single propagation path to a feedback process. In the process of tourists' experience of tourist products, evaluation data is an important basis for optimizing products and changing market expansion strategies. It is necessary to make full use of the big data

platform to keep tourists, products, marketing models, and enterprise expansion strategies in a big data environment, to interpret various forward and reverse data feedback mechanisms, and to improve the value and utilization of big data. Based on the big data theory and the current situation of the tourism market, this paper studies the market expansion strategies of tourism enterprises through the two aspects of regional market positioning and product service optimization, establishes the corporate brand image, and creates a benign market competition environment.

4.1. Optimize Service Products and Increase Customer Satisfaction

Guided by tourists' query traces and feedback data, explore and tap the deep-level needs of tourists, use big data to guide the development direction of enterprises and optimize tourism products and services, in order to adapt to the diversified requirements of more tourists, and promote tourism enterprises to adapt to the development of the market trend.

Therefore, enterprises must rely on the big data platform to continuously optimize the tourism service platform. In the context of big data, user experience has gradually become the standard and basis for influencing the implementation of strategic solutions by Internet companies, and has been highly valued by corporate managers. Therefore, we must pay attention to the construction of the enterprise network service platform, improve the speed, performance, and screen texture of the software by improving the network platform, enhance the customer's tour experience, and strive to create a diversified and personalized service platform. Secondly, it is necessary to continuously optimize scenic spot products. During the visitor's experience, the company will provide feedback on the company's attractions, public service facilities, catering, accommodation, etc. The company should attach great importance to the collection of various opinions and suggestions of customers, and truly feedback the customers' opinions to ensure the continuous improvement of product and service quality.

4.2. Diversification of Marketing Methods

The purpose of enterprise marketing is to expand the effect of publicity and attract more tourists to come to travel. In the traditional travel marketing method, since there is no way to accurately position consumers, it is necessary to market all employees, which makes the marketing cost high and the promotion effect is not ideal. In the era of big data, enterprises should take advantage of scientific and technological information resources, adopt big data analysis technology, objectively understand the macro environment of the tourism market, and select target markets that meet the needs of tourists. Analyze the tourist behavior of tourists through big data technology. According to the data analysis results, the tourist hobby of tourists can be obtained. Based on this, we conduct precise marketing to tourists and

provide them with products or services that truly meet their personal needs.

In terms of specific marketing methods, in addition to using all kinds of new media, we must actively adapt to changes in the market, understand consumers' lifestyles, and combine them with consumer habits. For example, build your own company's official website, scenic area app, WeChat public account, etc. At the same time, it can be combined with platforms such as Taobao and JD.com to expand publicity channels, increase interaction with customers, master more customer demand information, and provide reference for subsequent customer service.

4.3. Based on Big Data, Accurate Market Positioning

The operators and managers of tourism enterprises can take advantage of this by placing appropriate advertisements, intensifying their publicity, and accurately positioning them to attract some short-term visitors during transit, thereby expanding the tourist flow in scenic spots and increasing the competitiveness of tourism enterprises. Tourism companies should use big data technology to search for potential users who are interested in marine tourism and dig deeper into topics that interest them. At the same time, we must also pay attention to the development of humanistic tourism resources, matching the theoretical basis and emotional sublimation related to the original resources, so that tourists can enjoy their visual impact while internalizing their knowledge and enhancing the cultural connotation and depth of the scenic area.

5. CONCLUSION

In the context of big data, the support of government policies and the optimization of big data technology have brought more possibilities for tourism companies to expand their markets. Through the analysis of the market survey and the travel data of the big data platform, it is found that the following problems exist in the market expansion process of tourism enterprises, and corresponding improvement suggestions are given for the existing problems.

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