



Building Comprehensive Tourism Brand in Zhanjiang Using Integrated Marketing Communication

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Abstract. An increased emphasis on comprehensive tourism development has been seen in recent years. In-depth theoretical exploration and analysis on the creation and promotion of comprehensive tourism brands, however, have not been taken into account by the current research, which has primarily focused on the concept of comprehensive tourism. The study is anticipated to improve integrated marketing communication's application in promoting comprehensive tourism brands and boosting tourism competitiveness. The perception index system of a comprehensive tourism image was established after an extensive literature analysis. In order to ascertain residents' perceptions of the current state of Zhanjiang's entire tourism brand and their acceptance of integrated marketing communication, this article takes Zhanjiang as a case study and a total of 98 residents were involved as respondents. According to the study, the interpersonal communication, mainstream media, and local official media can be employed as the main channels of tourism promotion, while the promotional power of film and TV drama locations, social media contributions, and celebrity recommendations should also be taken into account. At the same time, the interactivity, diversity, and ease of access to information have a significant positive influence on the audience's acceptance of the integrated marketing communication approach, all of which should be improved when tourism practitioners conduct tourism marketing. This research will offer vitality and viewpoints on urban tourism and economic development models, as well as illustrations and suggestions for other underdeveloped coastal cities.

Keywords: Comprehensive tourism · Integrated Marketing Communication (IMC) · Unified Theory of Acceptance and Use of Technology (UTAUT) · Tourism brand

1 Introduction

Chinese Premier Li Keqiang [1] introduced the idea of “comprehensive tourism” in his 2017 government work report, which has aroused concerns among the general public. Comprehensive tourism refers to taking tourism as the dominant industry in a certain region, leading to an all-round and systematic optimization and enhancement of economic and social resources in the region, especially tourism resources, related industries,

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A. Ismail et al. (Eds.): i-COME 2022, ASSEHR 769, pp. 91–105, 2023.

https://doi.org/10.2991/978-2-38476-098-5_9

ecological environment, public services, institutional mechanisms, policies and regulations, and the quality of civilization [2]. In March of the following year, the General Office of the State Council [3] issued the Guiding Opinions on Promoting the Development of Comprehensive Tourism, proposing to promote the transformation and upgrading of tourism as soon as possible, optimize the tourism development environment and open up new routes for leisure tourism and comprehensive tourism.

In recent years, Zhanjiang has become one of the five fastest-growing cities in China as a result of recent cultural advancement and the rapid growth of its cultural tourist sector [4]. The plan put out by Zhanjiang to encourage the development of comprehensive tourism is urgent, suitable, and promising [5]. With comprehensive planning, industry growth, elemental support, and social promotion, Zhanjiang can employ comprehensive tourism as a key tool for advancing the city’s economic and social development as well as the implementation of cultural tourism development strategy [6]. Additionally, comprehensive tourism can be a key tool for advancing the rural revitalization strategy [7].

Therefore, it is essential to establish the concepts of systematic marketing and comprehensive marketing, establish a system for comprehensive tourism marketing with the involvement of government, business, industry, and media, expand tourism marketing channels, enrich tourism marketing content, and create a comprehensive tourism marketing pattern that combines horizontal linkage and multi-participation [3]. A multi-level, entire industry chain brand system should be established in Zhanjiang, which should focus on planning, designing, and shaping the image of tourism destinations, creating tourism brands with prominent themes, distinctive features, high recognition, and wide dissemination, and utilizing a variety of carriers, channels, and ways to strengthen tourism brand publicity and promotion.

1.1 Problem Statement

Figure 1 from the Baidu Index [8] demonstrates how since 2020, the amount of attention and coverage given to the word “Zhanjiang” in news and information on the Internet has greatly increased. The line graph below, however, reveals that the Baidu Index in Zhanjiang is remains down for the remainder of the time, with the exception of three increase spots [8]. In other words, instead of taking the initiative to assault the market, Zhanjiang simply passively takes advantage of the circumstance.



Fig. 1. The amount of coverage that the word “Zhanjiang” has received on the Internet

Additionally, the resources in the vicinity are relatively similar, and the image positioning is unclear, failing to capture the distinctive tourism features of Zhanjiang [9]. Additionally, Zhanjiang continues to use the conventional scenic location tourist model, does not engage in integrated development with other industries, and does not coordinate the development of tourism infrastructure and public services [9]. In a brief, Zhanjiang must combine its tourism resources, widen its communication options, and actively promote its tourism brand with the aid of popular attractions.

From a theoretical standpoint, the study will be supported by the Integrated Marketing Communication (IMC) theory. Schultz et al. [10] first proposed integrated marketing communication (IMC), which emphasises that managers should create a marketing mix by integrating advertising, promotion, public relations, major event marketing, and so forth, in order to strategically manipulate or control relevant enterprise information received by the group, which will be beneficial for enhancing brand value and manage the customer relationship [11].

However, variables influencing the public's acceptance of the usage of communication media are not explored, and the evaluation of the Integrated Marketing Communication (IMC) hypothesis is only dependent on attitude indicators or communication impacts [10]. Moreover, the Integrated Marketing Communication (IMC) approach ignores the significance and relationship of new media among the general public in the contemporary culture and only acknowledges marketing communication channels at the organizational level [12]. Consumers' access to information expands in the setting of new media, and businesses will experience more uncontrollable circumstances when carrying out information marketing integration operations, which will impact the communication effect [13].

The Unified Theory of Acceptance and Use of Technology (UTAUT) theory will be used in this essay as a supporting theory to investigate factors influencing the public's use of various communication media, to research proactive new media adaptation strategies, and to modify traditional publicity techniques to improve communication effect. According to the UTAUT theory, enabling conditions will directly affect user behaviour, while performance expectations, effort expectations, and social relationship can all have an impact on behaviour intention before actually having an impact on actual behaviour [14]. The convergence of sound, picture, video and other varied forms will increase attention and lead to better outcomes, and engagement in marketing communication may also help to resolve information asymmetry and earn the audience's trust [15]. Accordingly, the study assumes that performance expectations, effort expectations, social influence, facilitating conditions, interaction expectations, and variety expectations would all have an impact on how consumers choose between different communication channels.

1.2 Research Questions

RQ1: How do citizens perceive Zhanjiang's comprehensive tourism brand's current situation?

RQ2: What is the association between technological acceptance variables and integrated marketing communication adoption?

RQ3: How can integrated marketing communications help Zhanjiang establish a comprehensive tourism brand?

1.3 Research Objectives

RO1: To determine residents' perceptions of Zhanjiang's comprehensive tourism brand's current state.

RO2: To determine the relationship between technological acceptance variables and integrated marketing communication acceptance.

RO3: To investigate the utilization of integrated marketing communication in the development of Zhanjiang's comprehensive tourism brand.

1.4 Hypotheses

H1: There is a relationship between the audience's performance expectation and acceptance of integrated marketing communication.

H2: There is a relationship between the audience's effort expectation and acceptance of integrated marketing communication.

H3: There is a relationship between the social influence and the audience's acceptance of integrated marketing communication.

H4: There is a relationship between the facilitating condition and the audience's acceptance of integrated marketing communication.

H5: There is a relationship between the audience's interaction expectation and acceptance of integrated marketing communication.

H6: There is a relationship between the audience's variety expectation and acceptance of integrated marketing communication (Fig. 2).

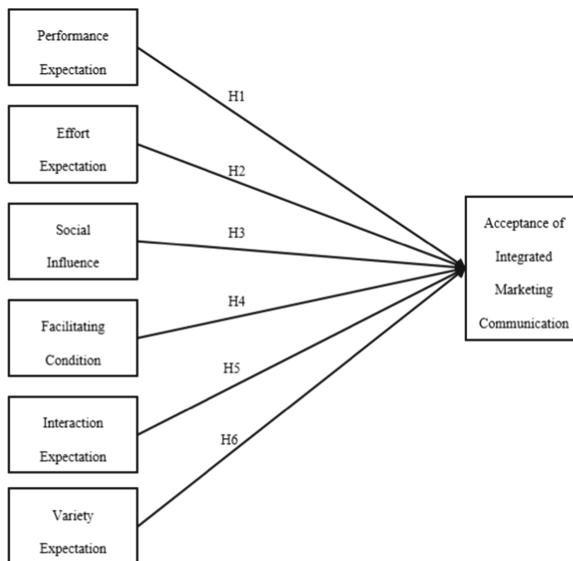


Fig. 2. Research Framework

1.5 Significance of Study

As a metropolis dependent on its natural resources, Zhanjiang is currently going through a crucial stage of economic change. The construction of comprehensive tourism is a tactical decision to change the industrial structure and a key factor in advancing social and economic development. It is imperative to encourage the growth of tourist-related industries alongside cultural experiences, recreation, and leisure, as well as to increase the promotion of Zhanjiang's comprehensive tourism brand [20]. In addition to being Zhanjiang's primary road for tourism growth, comprehensive tourism is also a new tourism model for the city, offering a fresh force and viewpoint for Zhanjiang's economic development as well as examples and suggestions for other impoverished coastal cities.

Building comprehensive tourism can help individuals achieve their dreams of a better life. The establishment of a national comprehensive tourism demonstration area has satisfied the needs of local residents for a higher standard of living and a cleaner environment, while simultaneously serving as a new highlight and an excellent location to attract foreign tourists [21]. The national model areas for comprehensive tourism have clear and detailed requirements in terms of "order and safety" and "resources and environment", particularly for the level of urban and rural construction, environmental improvement of the entire area, optimization of the social environment, and the opening of public welfare places, and so on, which are adapted to people's demand for a new life and a new environment after the completion of a prosperous society, to promote urban and rural tourism [22].

2 Research Methods

This paper will distribute an online self-administered questionnaire and use the SPSS programme to understand the factors that influence the popularity of Zhanjiang tourism and citizens' perceptions of the current state of Zhanjiang comprehensive tourism brand, to investigate the connection between technological acceptance variables and the acknowledgement of integrated marketing communication, and to identify the contributions of technological acceptance variables to the acceptance of integrated marketing communication. Furthermore, a focus group discussion will be held to investigate how integrated marketing communication is used to build Zhanjiang's comprehensive tourism brand.

By using simple random sampling, this paper surveyed citizens of Zhanjiang in April 2022. The likelihood of each sample being drawn is the same for each sample. Chikan District, Xiashan District, Mazhang District, and Potou District, which are the four municipal districts under the jurisdiction of Zhanjiang, each received 100 questionnaires, with Chikan and Xiashan representing the central district and Mazhang and Potou representing the suburbs. A total of 400 questionnaires were distributed throughout the city.

Three sections make up the majority of the tourists questionnaire. The first step is to comprehend the fundamental data provided by the person completing the questionnaire, such as residence and age range of respondents. The main goal of the second section is to ascertain respondents' perceptions of Zhanjiang's comprehensive tourism brand's current state, including their perceptions of all elements, industries, processes,

Table 1. The perception index system of comprehensive tourism image

Indicators	Instruments
Entire Components	Historical and Cultural Sites
	Sea View
	Geological Landscape
	Air Quality and Climate
	Military Port
	Location of Television Drama
	Morning Tea and Seafood
Entire Business	Characteristic Breeding Industry
	Outdoor Leisure and Health Preservation
	Marine Characteristic Competitive Events
	Characteristic Good Shops
Entire Process	Convenient Transportation
	Beautiful Street View Greening
	Perfect Infrastructure
Entire Time and Space	Playfulness in Off-season Tourism
	Urban Nightlife
	Playfulness of Non Scenic Spots
Entire Directions	Food, Accommodation, Travel, Shopping and Entertainment
	Information, Culture, Science and Education
Entire Society	Service Quality and Service Attitude of Tourism Practitioners
	Hospitality and Spiritual Civilization of Local Ordinary Residents
Entire Sectors	All Travel Related Departments Form a Unified Image of Destination Tourism
Entire Tourists	Being in it, Enjoying the Tourism Environment

directions, times, and spaces, as well as of all society, sectors, and tourists. The third section examines the factors influencing the public's acceptance of integrated marketing communication and deals with the audit of the Zhanjiang tourism brand contact.

The perception index system of comprehensive tourism image identified by the literature analysis will serve as the foundation for the online self-administered questionnaire survey, as shown in Table 1. It will examine how the audience perceives the entire components, the entire business, the entire process, the entire time and space, the entire directions, the entire society, the entire sectors, and the entire tourists of Zhanjiang's comprehensive tourism [23].

Table 2. The Audit of Zhanjiang Tourism Brand Contact

Variables	Instrument
Use of Various Kinds of Communication Channels	Word of mouth from relatives and friends
	Mainstream media on-site reports
	Zhanjiang's official publicity platform
	Tourism projects of travel agencies
	Popular film and television viewfinder
	Internet celebrity's affectionate recommendation
	Users generated content on social media
	Work or Study Needs
Performance Expectations	Use of various kind of communication channels can significantly increase the quality of travel information I obtain.
	Use of various kind of communication channels allows me to obtain a lot of travel information for the same amount of effort.
	Use of various kind of communication channels enables me to obtain a lot of travel information more quickly.
	Using various kind of communication channels would enhance my effectiveness in getting travel information.
	If I use various kinds of communication channels, I will increase my chances of obtaining a pleasant tourism experience.
Effort Expectations	Learning to master various kinds of communication channels would be easy for me.
	It would be easy for me to become skillful at using various kinds of communication channels.
	I believe that it is easy to get travel information by using various kinds of communication channels.
	Access to various kinds of communication channels is available to me.
	My interaction with various kinds of communication channels would be clear and understandable.

(continued)

Table 2. (continued)

Variables	Instrument
Social Influence	Friends or relatives think that I should use various kinds of communication channels to get travel information.
	My idols recommend that I should use various kinds of communication channels to get travel information.
	I use various kinds of communication channels because of the proportion of coworkers who use them.
	In general, the society has supported the use of various kinds of communication channels.
	People in the society who use various kinds of communication channels have more prestige than those who do not.
Facilitation Condition	I have the resources and knowledge necessary to use various kinds of communication channels.
	These various kinds of communication channels are compatible with my devices.
	Guidance was available to me in the selection of various kinds of communication channels.
	There is specialized instruction and specific group available for assistance with system difficulties.
	Using various kinds of communication channels fits well with the way I like to get travel information.
Interaction Expectation	This channel allows travelers to share travel experience and opinions.
	This channel allows me to communicate with information publishers.
	This channel allows me to communicate with other travelers.
	The interactive function allows me to have a comprehensive understanding of the city.
	The interactive function will enhance my confidence about the publicity.

(continued)

Table 2. (continued)

Variables	Instrument
Variety Expectation	The platform shows the tourism destinations by various presentation methods.
	The platform shows distinct characteristics of tourism destinations.
	The platform allows people and groups of different identities to share travel experience.
	The variety allows me to have a comprehensive understanding of the city.
	I think the tourism publicity combined with music and video is more infectious.

Table 2 displays the initial findings of the audit of the Zhanjiang tourism brand contact. The literature review found that there are eight main ways that tourists learn about a city and develop an interest in it: word-of-mouth from family and friends, user-generated content on social media, Internet celebrity endorsement, mainstream media on-site reports, popular film and TV locations, the official media platform, tourism projects of travel agencies, and work or study requirements. Especially, some experts suggested that Zhanjiang has a number of universities and troops, which draw the interest and visits of many outsiders, making the need for study and work also an important tourism attribute.

According to the UTAUT theory [24], facilitating conditions will directly affect use behaviour, while performance expectations, effort expectations, and social influence can all have an impact on behaviour intention before having an impact on actual behaviour. Moreover, the convergence of sound, picture, video, and other various forms will increase interest and produce better results, and interaction in marketing communication may also help to resolve information asymmetry and win over the audience's trust [15]. Accordingly, the study makes the assumption that the performance expectations, effort expectations, social influence, facilitating condition, interaction expectations, and variety expectations will all have an impact on the consumers' decisions regarding the various communication channels.

There are five possible responses for each statement: "very agree," "agree," "neutral," "disagree," and "very disagree," which score 5, 4, 3, 2, and 1 respectively. The score for each variable is the sum of its answers.

2.1 Validity and Reliability

Factor analysis was conducted on the survey items to measure the independent variables in order to assess the validity of the instrument, respectively Performance Expectation (PE), Effort Expectation (EE), Social Influence (SI), Facilitating Condition (FC), Interaction Expectation (IE), Variety Expectation (VE).

The factor analysis for each item in the performance expectation, effort expectation, social influence, facilitating conditions, interaction expectation, and variety expectation is shown in Table 3. The Kaiser Mayer-Olkin test yielded 0.811, 0.648, 0.704, 0.620, 0.824, and 0.747, all of which were greater than 0.4. Furthermore, total matrix correlations are significant according to the Barlett test. ($p = 0.000$).

According to factor analysis, the majority of items (C3, C5, C4, C1, C2) have a factor loading of 0.4 and are classified as Performance Expectation. Items (D3, D2, D4, D1, D5) are in Effort Expectation. Items (E1, E3) are classified as Social Influence. Item (F1, F5, F3, F4, F2) is in Facilitating Condition. Items (G4, G2, G5, G3, G1), on the other hand, are in Interaction Expectation while items (H4, H5, H2, H3, H1) are in Variety Expectation. In total, 27 items will be included in the questionnaire to be used to measure the technological acceptance variables.

The questionnaire was pre-tested on 50 respondents, which ensured its validity. The outcomes shown in Table 4 provided further evidence of the reliability. For every item, the Cronbach Alpha value was greater than 0.7. The questionnaires were then distributed by the researchers based on the Zhanjiang sample that had been predetermined. Finally, 100 questionnaires were gathered, and 98 percent of them were recovered.

3 Finding and Analysis

The finding and analysis section will present the descriptive analysis of the residents' perception of Zhanjiang's comprehensive tourism and the commonly used communication channels to obtain tourist information, and the Pearson correlation analysis between the audience's acceptance of integrated marketing communication and technological acceptance variables.

As can be seen from Table 5, the majority of Zhanjiang residents express immense satisfaction with the city's overall appearance (4.21), the integration of the cultural and tourism industries (4.17), and tourism-related elements (4.16), and delight in the tourist atmosphere (4.21). Respondents concur that Zhanjiang's overall tourism still requires improvement in terms of the entire direction (4.04), the entire time and space (4.00), the entire society (3.96), and the entire sectors (3.96).

For the purpose of gathering data on comprehensive tourism, the researchers in this study examined the channels of communication that respondents frequently used, as shown in Table 6. It is evident that word-of-mouth recommendations from family and friends (87.50%), mainstream media on-site reports (79.17%), and Zhanjiang's official publicity platform (66.67%) are the main sources of information for travelers. A significant role is also thought to be played by work or study needs (41.67%) and tourism projects of travel agencies (45.83%) as channels of communication for tourists. The popularity of Tourism branding innovations such as popular film and television viewfinder (37.50%), user generated content on social media (37.50%), and Internet celebrity's affectionate recommendations (29.17%) is also rising.

Table 3. Factor analyses for technological acceptance variables (independent variables)

	PE	EE	SI	FC	IE	VE
C3	0.880					
C5	0.846					
C4	0.826					
C1	0.762					
C2	0.630					
D3		0.827				
D2		0.791				
D4		0.729				
D1		0.711				
D5		0.600				
E1			0.846			
E3			0.845			
F1				0.881		
F5				0.829		
F3				0.821		
F4				0.780		
F2				0.745		
G4					0.862	
G2					0.849	
G5					0.826	
G3					0.822	
G1					0.657	
H4						0.843
H5						0.841
H2						0.788
H3						0.774
H1						0.752
KMO	0.811	0.648	0.704	0.620	0.824	0.747
Barlett test (p)	0.000	0.000	0.000	0.000	0.000	0.000
Eigen Value	3.150	2.706	3.252	3.300	3.255	3.204
% Variance	63.005	54.123	65.040	66.008	65.094	64.074

Note: only 0.4 < factor loading < 0.9 considered

Table 4. Alpha Cronbach Analysis

Variables	Alpha Cronbach (n = 50)	Items
PE	0.843	5
EE	0.776	5
SI	0.803	2
FC	0.867	5
IE	0.850	5
VE	0.859	5

Table 5. The residents' perception of Zhanjiang's comprehensive tourism

Indicators	Mean	S.D.	N
Entire Components	4.16	0.84	96
Entire Business	4.17	0.90	96
Entire Process	4.21	0.92	96
Entire Time and Space	4.00	1.01	96
Entire Directions	4.04	0.98	96
Entire Society	3.96	0.94	96
Entire Sectors	3.96	1.07	96
Entire Tourists	4.21	0.82	96

Table 6. The commonly used communication channels to obtain tourist information

Channel	f	%	N
Word of Mouth from Relatives and Friends	84	87.50%	96
Mainstream Media On-site Reports	76	79.17%	96
Zhanjiang's Official Publicity Platform	64	66.67%	96
Tourism Projects of Travel Agencies	44	45.83%	96
Popular Film and Television Viewfinder	36	37.50%	96
Internet Celebrity's Affectionate Recommendation	28	29.17%	96
Users Generated Content on Social Media	36	37.50%	96
Work or Study Needs	40	41.67%	96

Table 7. Pearson correlation analysis between the audience's acceptance of integrated marketing communication and technological acceptance variables

Item	PE	EE	SI	FC	IE	VE
Acceptance of Integrated Marketing Communication	0.045	0.369**	0.008	0.185	0.393**	0.295**
	0.663	0.000	0.937	0.071	0.000	0.004

**Correlation is significant at 0.01 level (2-tailed).

Table 7 displays the results of a Pearson correlation test between the audience's acceptance of integrated marketing communication and technological acceptance variables. Positive correlations between the acceptance of integrated marketing communication and the expectations for effort, interaction, and variety are detected in the analysis ($r = 0.369$, $p = 0.000$, $r = 0.393$, $p = 0.000$, and $r = 0.295$, $p = 0.004$, respectively). Additionally, the findings indicate no association between acceptance of integrated marketing communication and performance expectation ($r = -0.045$, $p = 0.663$), acceptance of integrated marketing communication and social influence ($r = 0.008$, $p = 0.937$), or acceptance of integrated marketing communication and facilitating condition ($r = 0.185$, $p = 0.071$). As a result, a sizable portion of the Pearson correlation test revealed a significant correlation between the audience's acceptance of integrated marketing communication and technological acceptance variables. Therefore, this hypothesis is accepted.

4 Conclusion

Overall, these data suggest that the construction of comprehensive tourism in Zhanjiang should not only value the enhancement of the landscape, the integration of cultural tourism, the optimization of auxiliary facilities, and the satisfaction of visitors, but also prioritize enhancing cultural, scientific, and educational immersion, balancing seasonal and spatial development of tourism projects, encouraging participation from all sectors and society, and publicizing it to foster an environment conducive to developing an comprehensive tourism brand.

Moreover, the interpersonal communication, mainstream media, and local official media can be employed as the main channels of tourism promotion, while the promotional power of film and TV drama locations, social media contributions, and celebrity recommendations should also be taken into account. At the same time, the interactivity, diversity, and ease of access to information have a significant positive influence on the audience's acceptance of the integrated marketing communication approach, all of which should be improved when tourism practitioners conduct tourism marketing.

This research sheds new light on the application of integrated marketing communication in tourism branding in era of comprehensive tourism, which will offer vitality and viewpoints on urban tourism and economic development models, as well as illustrations and suggestions for other underdeveloped coastal cities.

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