Study on the Marketing Strategy of Special Tourism Resort WuhuFantawild

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Abstract

Wuhu is one of the three major tourist centers in Anhui Province, and the first city to be built and operated in China's fourth generation theme park. Special series of theme parks have been built from the operation, make Wuhu city transit tourism city has become a tourist destination city. In recent years, the pattern of Wuhu's over dependence on theme parks has become increasingly prominent. Under this background, characteristics and the city tourism interaction status clear Wuhu theme park, theme park and interactive strategy to explore the development of city tourism, such as the concept of innovation, establish one king city development strategy, group development, build Wuhu tourism cluster, increase independent efforts to stimulate innovation cluster. The analysis method and combining with the on-the-spot investigation, facing Wuhu Fantawild theme park development strengths, weaknesses, opportunities and challenges are analyzed, and on this basis to improve the competitiveness of Wuhu Fantawild theme park marketing strategy.

Keywords: Marketing strategy, Wuhu Fantawild, tourism resort, and research.

Introduction

With the rapid development of economy and the improvement of material living standards, people are more and more eager to enjoy experiential tourism. Theme parks come into being. Theme park is a kind of artificial tourism attraction which has a strong participation and experience to meet the needs of people's leisure and entertainment with a specific theme. As an important part of the tourism industry, theme parks attract people of different classes and ages with their participation and entertainment. 2014 51 small holiday Wuhu Fantawild theme park tourists 128 thousand and 800 passengers, ticket sales 16 million 305 thousand yuan, its economic effect more than the traditional Anhui strong tourism scenic area. The tourism industry of high relevance, comprehensiveness, Wuhu Fantawild create value is not only reflected in the income of tickets, catering, accommodation, through traffic, shopping and other forms of tourists for a three time two time consumption, consumption, effectively pulling the economic growth in Wuhu tourism. Wuhu cultural tourism is really fast, enhance the core competitiveness of Wuhu tourism, Wuhu city has rich cultural connotation, enhance the visibility of Wuhu city.

Wuhu residents of Wuhu Fangte development overall attitude is positive, but the management of marketing cannot be kept up, issues related to facilities etc.. In this paper, combined with field research on Wuhu special advantages and disadvantages, opportunities and disadvantages, marketing strategy.

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risks analysis, put forward to promote the sustained and healthy development of the marketing strategy.

The market orientation of the national tourist resort is based on the domestic market and is aimed at overseas markets. Holiday tourism originated in some developed countries in the west, and it is still in its infancy in China. As far as our country's vacation tourism products are concerned, it does not have international competitive advantages. In view of the existing international tourist flow law in China from the European and American tourists market, may not have too many tourists all the way to our holiday. As the leisure industry, China's tourism industry is developing at an annual rate of 20%, the market is expanding, need to enhance the tourism service level, to active marketing to attract tourists, let visitors in before travel, tour, tour the whole process is fully interactive, share and experience, tourism scenic spot marketing in Tourism market the more important.

The theme park is a kind of modern tourist destination. Since its birth, the theme park has been widely recognized by the European and American cities. The theme park is based on a common theme or a series of design, combined with the landscape, environment, recreation facilities, performances and exhibitions etc. comprehensive leisure and entertainment, embodies the human preference for leisure an important shift. The 30 years of China's theme park development are also the urbanization in China. It can be said that the construction of theme parks has been integrated into the steps of urbanization in many places.

![Figure 1. Holiday Resort.](image)

**The Proposed Methodology**

**Tourist source advantage.** According to the Washington Institute of urban land research: a large theme park's primary tourist market requires at least 2 million people and two class tourist market must have more than 2 million population, two class tourist market and floating population belong to the three tourist market. The theme park mainly depends on the tourist market of one or two levels, and the development potential and quantity of the two or three tourist market should be vigorously explored. Therefore, the ideal location of the theme park is built in the more developed areas of urbanization, it is better to have a big city in the area.

Wuhu Fantawild a tourist market in addition to Wuhu City, mainly in Ma'anshan city and Nanjing City, and convenient transportation, the economic level is higher, the larger population. The two tourist market mainly includes Anhui, Lingtong, Chuzhou, Chizhou and other cities in

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Hefei, and several cities with strong economic strength in Jiangsu and Zhejiang provinces. Shanghai and other large cities can only serve as the three tourist market. Is expected in October 2015 after the opening of intercity railway, Shanghai to Wuhu time is shortened to 1.5 hours, 3 hours from Wuhu's population will be over 100 million. Wuhu Fantawild has good tourist conditions, Wuhu city level is higher, at the end of 2013, Wuhu City, the urbanization rate reached 60%, 12.1% higher than the rate of urbanization in Anhui province.

**Product advantage.** Wuhu Fantawild by Shenzhen Huaqiang culture technology group investment and construction, set the theme projects, rides, science fiction, landscape and leisure projects as one of the high-tech theme park, with the theme of cultural experience as the core, relying on high technology, so that visitors have a memorable shocking experience. Wuhu Fantawild is because of the high-tech support, theme form and the entertainment function has been greatly enriched and enhanced its participatory, interactive and entertaining, so as to attract different classes of people of all ages.

Wuhu Fantawild's rich cultural heritage, especially the Magic Kingdom, it China culture as the theme, into the national elements, contains rich cultural philosophy and spiritual values. The present Chinese 5000 years of culture through the theme of the project, allowing visitors to experience the entertainment at the same time enjoy the broad and profound Chinese culture, better inherit Chinese traditional culture, such as the monkey king, adventure, water overflows golden hill, China elements of the subject can be seen at any time.

**Analysis of the inherent relationship between self-media and tourist attraction marketing.** Since the media is a private, civilian, generalization, independent of the communicators, with modern electronic means, in general, not specific to the new media most of the single individual or a specific transfer of normative and non-normative information, also called "personal media". Since the media including micro-blog, WeChat, blogs and other forms, with the shared media, no limit of time and space and has a "social attribute" and other characteristics, therefore, since the media marketing has great potential value of marketing. Since the media marketing of their own characteristics and mode of transmission has changed the traditional marketing mode of the original brand genes, make more close to the scenic spots and tourists, greatly shortened the distance between the scenic and tourist becomes more real, intimate. And to cultivate this sense of trust is the most important part of sustainable marketing in scenic spots.

The traditional tourism marketing mainly through traditional marketing platform, such as television, magazines, advertising and other promotional and publicity of tourism brand net, the product information to the public, tourists are hard to get to their own needs and accurate personal information, it is difficult to obtain a good user experience tourism. In the media marketing, scenic spots need to use civilian identity, considerate language and fans for distance communication, to create a sense of trust between each other. Therefore, since the media marketing has enhanced the interaction between tourists and scenic spots, changed the service mode of scenic spots, thus enhancing the brand value and user experience of scenic spots, and promoting the marketing effect of tourist attractions.

At the same time, from the media attributes and efficient mode of communication, the tourist attractions have adopted the media as a marketing tool and marketing channel, which can achieve the marketing goal quickly, economically and reasonably. In combination with the media, it is necessary to formulate personalized and accurate marketing methods that suit the needs of individual customers and meet the needs of individual consumers of different ages, places and different tastes so as to create and maintain tourist brand in scenic spots.

**Value analysis of self-media marketing in scenic spots.** In the era of experience economy, the tourist experience of tourists is becoming more and more mature, and they are gradually
tending to free, independent and diverse tourist activities. For tourists, tourism itself is a different experience, therefore, in the process of tourism decision-making, tourists need to obtain first-hand tourist information through the travel platform, media, friends and relatives. The traditional tourism marketing platform, such as magazines, advertising is more promotional and publicity of tourism brand net, the product information to the public, tourists are hard to get to their own needs accurate and personalized information. However, through the media, various scenic spots can release scenic beauties, forwarding users to share, so that tourists have more first-hand information, including information on accommodation, travel, shopping and entertainment more comprehensive, greatly improve the travel experience of tourists.

In addition, the traditional marketing platform is a one-way publicity for consumers, and since the media is a two-way interactive platform for tourists to seek advice, compared with the traditional marketing methods can find the potential customers, convenient tourist attractions tracking needs of customers, so as to achieve the product sales and brand promotion purpose.

Since the media for scenic spots to provide low-cost and effective advertising platform. Scenic spots use the media to advertise their own scenic spots, which can not only promote the brand image of this scenic spot, but also effectively increase the number of tourists in scenic spots. Micro-blog can not only be used as the carrier of rigid advertising, but also is one of the best carriers of product placement. Scenic spots can do their own advertising in the media without putting too much cost into account, thus producing less effective than the traditional advertising model.

Since the media will help carry out word of mouth marketing and viral marketing. Users can share what they like or what they are interested in, and in the viral sharing process at the level one level, visitors will have the opportunity to start a conversation about common interests and share and communicate with more people.

From the media to help scenic spots realize accurate marketing. Through the study of micro-blog fans posting, and post comments, find the active in the micro-blog on the target customers, consumer characteristics, target customer consumption psychology and personal preferences of customers and analysis of the social classes and purchasing power, different needs of each customer recognition, strengthen communication with customers, develop appropriate marketing strategy.

The media has provided a whole new window for visitor services. Regard tourist relation management as the focal point, strengthen tourist's satisfaction, capture the latent demand of tourist, and then improve the tourist amount of the scenic spot.

From the media for the scenic market research and crisis public relations platform. Scenic area scenic spot since the media can be carried out by means of crisis public relations, reduce the people on the scenic events and reports groundless speculation, avoid negative effects caused by the storm on the scenic spots on the network, let the area survive the crisis and to minimize the loss.

Since the emergence of the media has promoted the attention of the tourist attractions from the media operation, the scenic spots have mostly established the scenic portal websites and official micro-blog, official blog and other marketing platform. At the same time, along with a variety of sensors, the maturity of RFID technology and mobile Internet technology based on the development of intelligent mobile phone, IPAD, a scenic tourist can get relevant information and data, in order to facilitate the analysis and mining of the needs of tourists, improve the service quality; on the other hand, visitors can actively participate in the tourism experience, feel free to send and forward micro-blog in order to improve the participation of tourists.
At present most of the scenic spots has not yet converted management and marketing ideas, marketing mode, issued a notice or the area to show the way of one-way transmission of tourists travel information, lack of participation and interaction of tourists, to attract tourists interest and participation. With the development of mobile Internet technology and the in-depth application of the micro-blog and WeChat as the representative from the media, the traditional marketing mode has not adapted to the scenic area marketing Construction under the new situation and enhance the brand, improve the scenic influence requirements.

With the tourists on a variety of tourist attractions and tourist experience requirements according to their own characteristics positioning, take a variety of forms for the market segments, precise personalized marketing mode of the increase in demand, there is a vast space area since the media based on network marketing. Since the media network marketing based on the application in various industries has just started, but from the media application and marketing has penetrated into all aspects of society, the impact of user acceptance of the application from the media and marketing, tourism marketing of their own characteristics suitable for self-media marketing. Therefore, the marketing of scenic spots by means of self-media can improve the popularity of scenic spots, improve the service quality of scenic spots and brand tourists satisfaction.

Conclusion

Promoting tourism through science and technology is an important strategy to promote the transformation and upgrading of the tourism industry, and is an important factor in the formation of tourism competitiveness. Since the media marketing is a new type of network marketing mode developed with the Internet technology, it has spawned a huge network of consumer markets, changed the marketing mode of tourist attractions. At the same time, with the rapid development of social economy, people's needs and value orientation tends to be more and more diversified, scenic spots need to adapt to the visitors' travel mode, personalized marketing and information development requirements.

Reference