Research on Brand Construction of China's Tourism Destinations
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Abstract. The competition is becoming more and more serious among domestic tourism destinations. Brand awareness of tourism destinations is increasing as an important means for tourism destination competition. However, due to the limitation of their own strength and the influence of some objective factors, some attention not insufficient or even ignored, in the respect of the brand positioning, image design and communication, brand management and control. In view of the problems and experiences in brand construction management of domestic tourism destinations, this paper puts forward suggestions to improve the brand construction of tourism destinations.

Introduction
With the rise of tourism, the homogenization of tourism products is becoming more and more serious problem, while the fierce competition among tourism destinations drive the tourism industry from product competition into brand competition. How to stand out in the competition of homogenization of tourism product has become a common concern of tourism management departments at all levels. Many local governments regard tourism industry as a pillar industry, in order to obtain competitive advantage and market share, more and more government departments are involved in the process of destination branding. At present, each province has its own tourism slogan and brand, and some destination brands stand out and achieve good economic and social benefits. Under this background, the branding of tourism destinations has become a marketing tool for regional development.

Government Responsibility in Branding of Tourism Destinations
In China, regional brand, no matter national, county or urban brand, is organized and implemented by the government, the attention, leadership and policies of the government objectively influence the regional brand.

Tourism destination brands are characterized by public goods
First of all, tourism destination brand, like traditional brand, is a name, mark or design to identify a certain enterprise or product and distinguish it from relevant competitors. However, destination brands have their own unique features. In most of the time, the tourism destination brand is somewhere geographical names, such as shangri-la, lijiang, etc., it is not monopoly by a particular tourism enterprise, but it is a common brand shared by all the tourism enterprises in the region, such as tourist destination all the scenic spots, travel agency, hotels, and many other departments are all users of the brand. In other words, the government and enterprises of tourist destination are the brand maker of tourism destination. But not every user will spare no effort to maintenance tourist destination brand, lots of them often failed to perform its obligations and liked to enjoy the right to be "free-rider".

Secondly, tourists are provided with not only physical products but also service products, and often a combination of the two in the process of tourism. However, the production and sales of service products happen at the same time, and the quality of tourism products that directly is unstable in time or place or different uncertain enterprise in tourism destination, all these mixed
together will affect the brand image, which is bound to bring more difficulties to the maintenance of brand image of tourism destination.

Thirdly, brand personality of tourism destination becomes the base point of local tourism development and the core point of sustainable development of tourism destinations. The differences in climate and landscape caused by regional differences, as well as the diversity of historical culture, local conditions and customs formed in the long term, have become the basis for tourism activities and the core competitiveness of tourism destinations. The tourism destination brand personality are reflected in the tourism destination brand, give consumers some benefits and satisfaction, through the unique landscape and culture, in which brand personality is recognized.

**Government decision-making is the key to the branding of tourism destinations**

The government is the maker and promoter of brand strategy for tourism destination and the molder of brand image, which determines the trend and development of the tourism destination brand to a certain extent. The government should understand the resource characteristics and advantages of tourism destinations, shape the tourism brand image and promote the tourism destination brand, by forward-looking and systematic strategies and plans, with integration of regional tourism resources. Government decision has a great influence on the image in tourist minds, which induces the behavior of tourists.

On the one hand, the government provides a strong tourism support system for the tourism development of tourism destinations, which is a prerequisite for the sustainable development of regional tourism, including tourism infrastructure construction, tourism supervision, tourism environmental protection, talent construction, capital and technical support. Whether the tourism support system is perfect or not will directly affect the tourist experience, and then affect the tourist brand positioning and image of the tourist destination.

On the other hand, the government bears the important task of integration among the destination brands, enterprise brands and product brands. There is a relatively independent and unified relationship between tourism enterprise brand and tourism destination brand. Tourism enterprises own the tourism products. In order to realize his own benefit maximization, enterprises may ignore the overall brand tourism destination. Therefore the unification of the public and private brand will dependant on the integration ability of organization and management of the government. The branding ability, together with the creation ability and role playing of government in the aspect of organization and management, embodies and affects the overall tourism process and feelings of tourists, as well as the image of the government of the tourism destination.

**Problems in the Branding of China's Tourism Destinations**

Unclear and vague brand positioning

A good positioning can establish a unique and irreplaceable position in the minds of tourists. Clear brand positioning is the foundation of branding, which is conducive to further the subsequent branding smoothly. While the obscure positioning is easy to cause the branding deviating from the direction, which will make tourism destination lack of characteristics even failed. At present, most of Chinese tourism destinations only take characteristics of the tourism resources as positioning point. Some positioning combine the characteristics of tourism resources and local culture, but few tourist destinations take into account the needs of consumers. The vagueness in brand positioning often cause the confuse among destinations, which is not good to brand image and sustainable development.

The branding system is not perfect and the brand identity is not unique enough

At present, branding is a series of marketing activities that can shape the image of a tourist destination. In order to shape the image of tourism destination, the brand name, brand logo and brand slogan are generally three aspects to establish the brand system. Some tourist destinations do not have brand logos; some destinations lack branding slogans. In addition, the same type of
tourism destination brand logo design should pay attention to its uniqueness. Poor brand image design, often lack of some elements, such as graphics, color, text and other distinctive identification elements, resulting in brand image incomplete. Some tourist destinations do not have brand logos, but only local names, which are not easy for tourists to remember and diffusion. In addition, there are some tourism destination brand image is too old to keep up with the times or brand development, this make it difficult to attract the attention of tourists.

**Investment and brand publicity channels are Insufficient**

The ultimate goal of brand publicity is to provide brand related information to the target of communication in market-oriented way. Effective tourism promotion needs the support of sufficient manpower, material resources and financial resources. At present, in respect of brand publicity of some tourism destinations, the government pays insufficient attention to the importance of regional brands, and does not have strong efforts to promote the development of regional brands. At the same time, due to the unsound management system, lack of industrial management and effective management mechanism, result in the insufficient investment in publicity and the external publicity, or vice visa, which restricts its long-term development.

**Imperfect facilities and irregular market management**

Brand management and control are ignored by many domestic tourism destinations, and the importance of appropriate approach to different stage do not be realized correctly, so the tourist market environment in chaotic will not be surprised, along with imperfect facilities and infrastructure bring the bad experience and memories, tourists are discouraging from visiting again. On the other hand, Some Improper disposal of crisis events will leave a bad impression on tourists and damage the reputation of tourist destination brands. Therefore, in order to improve the brand image of tourism destinations in the minds of tourists, all the following steps around tourism destinations need further pushing forward, such as supporting facilities completely, standardization of the market management, the acceleration of resource integration, and eventually forming a complete tourism industry chain.

**Weak awareness of brand management**

At present, tourism destination branding get insufficient attention and support, and often only in short-term brand operation. First, some local governments have failed to guide regional branding, lack strong policy support and financial input, in the idea of the brand has little to do with the government, and branding should be the market behavior without government intervention. Second, the strategic management of the brand is not in place. For example, the selection of the famous brand lacks a unified standard and reflects the choice of the market and consumers. Third, some government authorities believe it is difficult to achieve efficient advantage only at cost of a lot fund, so the unintentionally attitude affect or overlook planning and propaganda of brand image.

**Countermeasures for Branding of China's Tourism Destinations**

**Brand awareness need to be raised**

All stakeholders of tourism destination should have the brand awareness and realize that brand is an important means to enhance the competitiveness of the destination. Long-term strategic awareness is not enough, but also need put into practice. Each tourist destination should consider the actual situation comprehensively, combining its own characteristics and strengths, and plan the steps and details of brand establishment and management for the long-term development of tourism destinations. At present, the winning strategy is for government departments, business owners and the general public, all need to change the traditional development of individual efforts, and form a regional brand with comparative advantages, by integration the resources of the whole region.
Positioning scientifically by difference

In order to avoid ambiguity of positioning, the principles of resource base is the core of a tourism destination brand positioning, which refers to the uniqueness, exclusive of tourism resources which can win in the fierce tourism market by winning the attention of consumers. A distinctive and distinctive position for the destination in tourists minds, will make its own advantages and significantly different from competitors. Therefore, the premise of differentiation positioning is to first understand their own situation, then understand the competitors, and then determine the unique brand positioning. In the positioning, the market visibility of the tourism destination at the higher level is used to position itself into a larger tourism area.

The brand image to be improved

First of all, tourism destinations should find out the unique selling point and image of tourism destination by the process of analysis on own resources, combined with resources of competitors and consumer demand on the basis of scientific positioning. Secondly, the design of destination brand image should follow the principles of clear and easy identification, beauty, adaptability and universality, and leave the first impression to tourist, with that brand name, logo and slogan, brand name can best reflect the tourism destination brand positioning. Thirdly, in order to guarantee the brand individuality and easy remember for visitors, brand slogan design should be catchy, rich in cultural heritage, and directly reflect the brand characteristics.

The brand management and crisis monitoring system be enhanced.

After the establishment of the brand, the market environment and the needs of tourists are changing dynamically, the tourism destination brand needs to reposition in response to environmental changes and expand the management of tourism destination brand. Brand crisis often occurs unpredictability, there are still some ways to monitor it as followed: The setup of full-time departments for the brand crisis; The sums up of the experiences and lessons in dealing with the brand crisis, The establishment of crisis response system; Complete contingency plans; Staff training, all of these will make bad effects of emergency situation and crisis to tourism destinations as much as possible to a minimum.

Promotion of tourist destination brands

The government and enterprises must invest in branding and publicity through a variety of media, channels, and multi-directional brand publicity on the regional characteristics and industrial characteristics. Large number of referrals and image advertising, large exhibition could be hold by innovation of promotion methods to find the most suitable and effective communication methods. The investment of the government and enterprises in brand affects the output value of regional brands and the growth of the added value of products of tourism destinations.

Summary

The government is the brand strategy maker, promoter, brand image molder of tourism destination, which to a large extent determines the trend and development of tourism destination. The government should shape the tourism brand image of tourism destinations, and promote and maintain the tourism destination brand, with strategies and plans formulated forward-looking and systematic for tourism destination development, after the identity of resource characteristics and advantages of tourism destinations, along with regional tourism resources integrated.

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Reference


