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Marketing Strategy of Island Tourism Development under Coronavirus Epidemic case study of Nan'ao Island in China

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Abstract. Affected by the new coronavirus pneumonia from the year 2019 to 2022, the economic development of the tourism industry was bleak. According to data released by the Ministry of Culture and Tourism, domestic tourism revenue in 2019 was 5.73 trillion yuan. In 2020, under the impact of the epidemic, the domestic tourism market has entered a low stage, with annual domestic tourism revenue of 2.23 trillion yuan, down 61.07 % year-on-year. Judging from the situation of people's travel in recent years, the development of tourism is growing. Under the epidemic, the tourism industry was pressed the pause button and the expected recovery is full of uncertainty. The epidemic has brought great challenges to the tourism industry, but it is not impossible to break through. This will be a good time for transformation and upgrading. If the tourism industry wants to make more stable and better pace of development, more intelligent information construction services need to be created into it in order to achieve breakthrough and develop characteristic products. In the era of marine economy in the 21st century, island tourism is an important part of the marine industry group. It is favored because it gives tourists a psychological feeling of staying away from the hustle and bustle of the city and returning to nature completely. The island has become a popular attraction in the world. In view of this, it is of great significance to summarize the research on island tourism. Taking Nan'ao Island in Guangdong as an example, this paper analyzes the existing problems of island tourism and formulates corresponding marketing strategies, aiming at improving its competitiveness in the travel industry and forming differentiated competitive advantages.

Keywords. island tourism, Nan'ao Island, development strategy

1. Introduction

The island has a special ecosystem and cultural system as it is away from the mainland, which has a great attraction to people in the inland areas. The development of island tourism has a unique position and an important role. However, at present, the development of island tourism in China is generally in the resource-driven stage, with insufficient product publicity, insufficient development, single theme and form, lack of characteristics and innovation. This paper makes a simple analysis and suggestion on the tourism marketing strategy of the island through on-the-spot investigation and second-hand data collection. Under the normalization of the epidemic situation, we should seize the new development pattern of tourism, and build Nan'ao Island into a tourism island with multi-industry integration and cultural and tourism

ecology based on local characteristics, cultural and tourism integration, consumption drive and industrial coordination.

2. Literature review

2.1 Island tourism

Xu Ying et al. (2018) pointed out that island, modern Chinese refers to a small piece of land surrounded by sea water. Geology definition, China national standard 'oceanography term marine geology GB / T18190-2000', island refers to a small piece of land scattered in the ocean area of not less than 500 square meters. Island tourism refers to the sum of phenomena and relationships generated by ocean tours, entertainment, sports activities and recuperation activities under certain social and economic conditions, based on the ocean, with seawater, sunshine and beaches as the main contents, to meet people's spiritual and material needs.

2.2 Tourism marketing strategy

Fan Ning (2007) believes that tourism marketing refers to the process of analysis, planning, implementation, feedback and control to coordinate various tourism economic activities based on tourism consumption demand, so as to achieve the economic and social goals of providing effective products and services, satisfying tourists and making enterprises profitable.

2.3 Progress of island tourism marketing

Luo Yunyan (2013) summed up that in the island tourism marketing, the traditional marketing methods have been continuously improved, and the successful experience of foreign island management has been fully used for reference. With the development of island tourism, island tourism and its marketing methods have been paid more and more attention by consumers, enterprises, society and other individuals, organizations and departments, It has also aroused a wave of academic research, strengthening the ecological experience management of island waterfront, building a regional ecological experience image, and promoting ecological experience marketing. These marketing methods have positive significance for the development of island tourism. However, with the development of traditional marketing, its limitations have gradually emerged. With the continuous increase of product brands and the increasingly refined market segmentation, the target market has become too narrow, making it impossible for enterprises to make profits and marketing has become increasingly difficult. For example, over-reliance on the narrow source market so that economic vulnerability, lack of tourism planning caused by environmental problems, tourism products over-reliance on 3S (Sea, Sun, Sand) tourism resources, tourism projects lack of characteristics, homogeneous competition threat and so on. These negative effects not only damage the island's economy, society, culture, environment and ecosystem, but also affect the development of island tourism market and products.

3. Research methods

Based on the basic framework of marketing strategy, this paper conducts field research as a tourist, and analyzes the island environment and industry environment through interviews and questionnaires with local tourism administration officials, scenic area managers, tour guides, and tourists. Thus, the corresponding planning strategies are summarized to help the long-term development of island tourism. This paper mainly adopts the following research methods:

3.1 Field survey method

The field survey research method refers to the method that the researchers go deep into the life background of the research object, use various means and ways to directly collect the first-hand information about the phenomenon of tourism culture, and through the scientific analysis and research of the data, finally draw the conclusion and explain the problem. Before this, the author, as a real tourist, go to appreciate the natural landscape of Nan'ao Island, experience the cultural customs, to analyze the tourist vision.

3.2 Interview method

The interview method is to use face-to-face or indirect face-to-face forms, use language communication skills, analyze the psychology of the interviewees, master the situation they need to understand, and draw scientific judgment conclusions. In this paper, through the face-to-face communication with the managers of Nan'ao Island attractions, the development status and vision of the attractions are understood in detail, and the advantages and disadvantages of the attractions are deeply analyzed.

3.3 Second-hand data collection method

The second-hand data collection method, also known as the literature research method, refers to the method of studying various tourism cultural phenomena by collecting and analyzing the existing literature materials in the form of words, numbers, symbols and pictures, and sorting and judging them. This paper analyzes the statistics published by the mass media, Baidu Library, China 's well-known paper website, national and government tourism departments at all levels.

4. Tourism analysis of Nan'ao Island

4.1 Analysis of basic conditions of Nan'ao Island

Nan'ao Island belongs to Shantou City, Guangdong Province. It is located in the South China Sea, the Pacific Ocean. It is the closest point of Guangdong Province to Taiwan Province. It is the center of the three major ports of Kaohsiung, Xiamen and Hong Kong. It is only seven nautical miles from the main international route of the Pacific Ocean. It is known as the Chaoshan barrier and strategic point of Fujian and Guangdong. It is the only island county in Guangdong Province and the only national 4A Standard tourist area in China 's island counties. It is also an important channel for maritime trade.

Nan'ao Island has a subtropical marine climate, with warm winter and cool summer, mild seasons, no frost all year round, sufficient light and heat, and rich tourism resources. The forest coverage rate in the island exceeds 70 %, and the greening rate is 94.6 %. The east and west parts are hills, and the middle part is alluvial plain, which belongs to low mountain erosion hilly-erosion landform. Mount Dajian is the highest mountain in Nan'ao County, with an altitude of 587 meters, and it is also the highest peak in Shantou City. The island has a long coastline and many bays. Most of the beaches are high-quality beaches. It is located at the easternmost end of Nan'ao Island. Qing 'ao Bay, known as Eastern Hawaii, is surrounded by mountains and seas, and has a beautiful environment. With its unique ecological environment and tourism resources, Qing 'ao Bay is known as China 's most beautiful coastline and has become a popular destination for the public.

The Xiangshan Culture unearthed in Nan'ao is about 8000 years ago. It is the representative of the early southern marine culture. It is the earliest Neolithic cultural relics found in the archaeology of eastern Guangdong. It has won the titles of national ecological demonstration area, China 's most beautiful coastline, the most beautiful island in Guangdong Province and the coastal tourism industrial park in Guangdong Province.

4.2 Opportunities for tourism development in Nan'ao Island under the normalization of epidemic prevention

Under the normalization of epidemic prevention and control, people have higher requirements on the choice of tourism destinations, and new types of tourism such as ecotourism and health tourism have become tourism hotspots. The island tour, weekend tour, surrounding tour and leisure sightseeing tour of Nan'ao Island have gradually become a new trend of popular leisure.

In October 2020, Guangming published the report of " Baidu Map Big Data: The First Golden Week after the Epidemic" pointing out that on the first day of the national holiday, Nan'ao Island ranked among the top ten in the national tourist flow index. During October 1st to 3rd, 2021, according to the official statistics of Nan'ao, the total number of vehicles entering and leaving the island was 50,614, an increase of 13.73 % year-on-year (4,4504). On October 1st, the number of vehicles entering the island was as high as 15,097, the highest number of vehicles entering the island since the opening of the Nan'ao Bridge. In the first five days of National Day, more than 348,000 people entered Nan'ao island. In the Spring Festival holiday of 2022, there were 5723 tourist vehicles entering the island.

The epidemic prevention and control had affected consumers' choice of destination, travel mode and cost budget, but it cannot stop consumers' enthusiasm for pursuing outdoor sports, leisure vacation, being close to nature and experiencing play. Under the situation of epidemic prevention and control, surrounding tours and island tours have become the first choice. Pursuing outdoor closeness to nature and experiencing leisure vacations have gradually become the mainstream consumption concept.

4.3 Analysis of the current situation and problems of Nan'ao Island

4.3.1 Lack of regional characteristics, local culture is not characteristic enough

The marine resources of Nan'ao are very rich, with 50,000 square kilometers of undeveloped fishing grounds, and more than 1,300 species of fish, shrimp, shellfish and algae. Nan'ao is in the jaw of the Taiwan Strait, and the wind resources are inexhaustible. The annual effective wind time is 7200 hours, and the average wind speed is 8.2 meters per second. The wind condition is among the best in the world. Nan'ao is the second largest wind farm in China and the largest wind farm in Asia. However, due to the late development of Nan'ao Island, it has failed to seize its unique natural scenery and carry out characteristic marketing activities.

4.3.2 Tourism publicity is not enough

At present, the island lacks the overall tourism image planning and publicity plan. The brand positioning and publicity slogan of the island tourism has not been determined. The lack of high-level, large-scale, strong impact of publicity and promotion methods and activities, the market development is not strong, and the ecological island brand card with local characteristics has not been truly created and promoted.

4.3.3 Tourism products are primitive and single in type.

Although there are many famous scenic spots in Nan'ao Island, such as Huanghua Mountain Forest Park, Qing'ao Bay, Treasure Island, General Military Mansion and so on, most of them are just sightseeing. The vast majority of tourists choose holidays to enjoy the sun beach and enjoy the beautiful island scenery. Therefore, the level of tourism activities is basically limited to the first level of sightseeing, with short stay time and low tourism economic benefits. As a result, there is a phenomenon of much people but less income, so the actual tourism GDP is not high. Therefore, we can not only be satisfied with the only tourism products now, but also develop a richer variety.

5. Marketing strategy suggestions to promote the development of island tourism

In the era of epidemic situation, based on the experience of Nan'ao Island tourist attractions and the integrated tourism marketing model, this paper puts forward the following three marketing strategy suggestions.

5.1 Carry out special activities to create a unique scenic spot

Tourism marketing should identify the core characteristics of the development of scenic spots and highlight the product characteristics in view of the low level of island tourism resources development. Characteristic is the life of tourism products. Novelty hunting is the common wish of tourists. Only when the local color is strong, the personality is distinct, and other scenic spots cannot be replaced, can the tourists' curiosity and novelty hunting be satisfied, and people will be enjoyable. For island tourist areas, the characteristics of sea should be highlighted and several characteristics such as vacation, food, adventure, fishing and sea sports should be formed. As a result, tourists will know what to experience and based on the scenic spot itself, destination ecology will be built.

5.2 Actively explore new tourism marketing development model

Establish a network marketing platform for Nan'ao Island, improve digital construction, and actively create a digital + tourism marketing model. Using new media platforms such as WeChat Moments and Weibo to build a display window while providing a communication community for tourists, releasing tourists' desire to share and communicate, and expanding word-of-mouth marketing through tourists' active sharing of their own experience. The credibility of opening communication is higher, and new tourists are willing to go to the scenic spot in person.

5.3 Rich and diversified tourism product system

In view of the original and single types of existing tourism products in Nan'ao Island, Nan'ao Island should strive to improve the rich and diverse island tourism functions, so as to realize multi-level tourism experience such as sightseeing, leisure, entertainment and learning. Under the premise of tourism as the main product in Nan'ao Island, the tourist administration can increase the product structure of health care, commercial shopping and natural and cultural history learning. In the same way, it can increase the participation of tourists and strengthen the entertainment in the process of tourism, deepen people's understanding of local cultural tourism resources, enhance the cultural strength of tourists, enrich the product structure of tourism and enhance tourism competitiveness.

6. Conclusion

Under the normalization of the epidemic situation, island tourism is the mainstream form of domestic tourism in the future, which should be vigorously promoted and developed scientifically. The development of island tourism can promote the development of local economy and culture, enhance residents' awareness of environmental protection and their own quality. This paper analyzes the current situation and existing problems of tourism in Nan'ao Island. In the rise of new tourism challenge, the traditional and single tourism marketing model has gradually entered the stage of customer source miniaturization, strong product substitutability and lack of competitiveness. Therefore, it is necessary to carry out island-specific activities, improve services, seize opportunities and seek breakthroughs, explore new marketing development models, enrich diversified tourism product systems, and provide tourists with a more three-dimensional and interactive all-round experience, so as to enrich the comprehensive competitiveness of island products and to promote the sustainable development of island tourism ecology and the sustainability of tourism economy.

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