

The Research on Marketing Strategy in wellness tourism under the background of Internet

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Abstract: At present, the development of tourism is inseparable from the support of Internet technology, and the integration of Internet technology and tourism is the inevitable trend of tourism development in the future. The purpose of this paper is to promote the rapid development of wellness tourism through the construction of wellness tourism marketing strategy. This paper first introduces the concept, characteristics and development process of wellness tourism, and then analyzes the development difficulties of wellness tourism under the background of Internet technology in China. On this basis, the advantages, product positioning and specific development strategies of wellness tourism are put forward. The research results of this paper show that under the background of Internet technology, the marketing strategy of wellness tourism mainly focuses on the construction of tourism websites, the cultivation of tourism professionals and the construction of tourism resources platform.

1. Introduction.

With the improvement of people's living standards and the increasing demand for health and spirit, the national demand for tourism is getting higher and higher at present, and wellness tourism is also gradually developing^[1]. In the context of the Internet, Internet technology plays an important role in the development of tourism and is an important force to promote the development of tourism^[2]. The integration of Internet technology and tourism has not only promoted the further development of the tourism industry, but also promoted the transformation of the marketing strategy of the tourism industry, and realized the rapid development of the tourism industry as well^[3].

Due to the change and improvement of people's demand for tourism, and the emphasis on the double relaxation of body and spirit, people pay more and more attention to wellness tourism^[4]. In reference 5, the author thinks that the purpose of wellness tourism is to promote the active promotion of health rather than passive perception, and describes the specific modules of health tourism. In the reference 6, the author compares the development models of wellness tourism in different countries, and puts forward specific requirements for the development of wellness tourism from the dimensions of social, emotional, physical and environmental. In the reference 7, the author thinks that wellness tourism covers various forms of tourism such as medical treatment, health care, and recuperation, and makes a specific distinction between the concepts of wellness tourism and medical tourism.

In order to explore the scientific marketing strategy of wellness tourism under the background of Internet technology in China, and would further promote the development of wellness tourism in China^[8]. This paper first introduces the concept, characteristics and development history of wellness tourism, and then analyzes the development difficulties of wellness tourism under the background of Internet technology in China. On this basis, the advantages, product positioning and specific development strategies of wellness tourism are put forward^[9]. On the one hand, the research of this paper promotes the rapid development of China's wellness tourism industry; on the other hand, it also lays a theoretical foundation for related research^[10].

2. Methodology

2.1 Characteristics of the Concept of Wellness Tourism

The concept of wellness tourism was first proposed by foreign scholars. In the early stage, wellness tourism was defined as health care tourism, whose purpose was to maintain and promote health. In China, Liu Liqin, a Chinese scholar, first proposed the word "wellness" in the field of tourism research, but did not give a specific definition of it. Generally speaking, scholars generally define wellness tourism as a kind of tourism mode based on the development of traditional tourism, integrating leisure, entertainment, health and other forms of activities, so that consumers can achieve the effect of physical fitness and medical beauty through tourism activities. Wellness tourism includes phenological basis, health demand and poetic habitat. The characteristics of wellness tourism are shown in three aspects: first, micro vacation pay attention to the experience. wellness tourism advocates vacation and leisure in a relatively short period of time, with the main purpose of nourishing the mind, and the ultimate goal is to ensure the pleasure and peace of the guest's mind; secondly, slow life and pay attention to enjoy. Wellness tourism emphasizes "nourishing feelings" and "happy life", and advocates the rhythm of slow life; third, multi characteristics and health. Wellness tourism takes the elderly and sub-health people as the main targeting customer, takes health care as the tourism feature, and pays attention to "health care".

2.2 Development History of Wellness Tourism

In the 14th century, wellness tourism has made initial development in foreign countries. In the early stage, based on natural scenery, health service infrastructure was built to provide health themed tourism industry for guests. Until the end of the 20th century, the development of wellness tourism in the United States reached a climax, emphasizing the importance of tourists' psychological and emotional needs, and realizing the integration of health and health care tourism. Compared with foreign countries, China's wellness tourism started late, and at this stage, China is still in the early stage of the development of wellness tourism. The existing statistical data show that China has a large development space in wellness tourism. On the one hand, with the continuous expansion of the middle class, China's overall tourism consumption capacity continues to improve; on the other hand, modern people are facing greater life and work pressure, health problems are increasingly prominent, and health awareness is also constantly improving.

3. Analysis of the Difficulties in the Development of Wellness Tourism

Although China's wellness tourism industry has a large development space and prospect, at this stage, there are still many difficulties in the development of China's wellness tourism industry, which are mainly reflected in the following aspects: first, tourism products lack of characteristics; China's wellness tourism products are relatively single, unable to meet the consumer demand of tourists, and lack of corresponding attraction; second The infrastructure is not perfect enough, which restricts the further development of wellness tourism. Wellness tourism needs sound infrastructure as support. Thirdly, the development of wellness tourism needs not only good environmental foundation, rich wellness tourism resources, but also sufficient tourism publicity and product promotion. In the development process of wellness tourism, The publicity and promotion of the urban environment and urban cultural connotation by the government and enterprises are seriously insufficient, which can not bring a more comprehensive understanding to tourists and form an effective attraction.

4. Discussion

4.1 Innovative Thinking of Wellness Tourism Products under the Background of Internet Technology

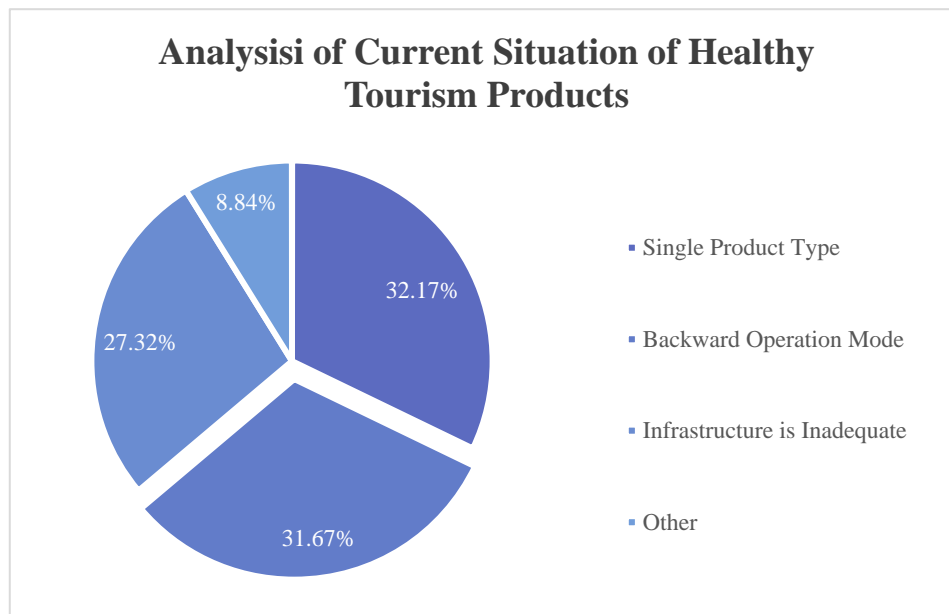


Figure 1. Analysis on the current situation of wellness tourism products

The author looked up the relevant material and information, analyzed the current situation of wellness tourism products in China. Through the analysis, it was found that the existing problems of wellness tourism products in China mainly include several aspects. The specific data is shown in Figure 1. From the data shown in Figure 1, we can see that the main problems of wellness tourism products at this stage are single type, imperfect infrastructure and backward operation mode, take up 32.17%, 31.67% and 27.32% respectively.

(1) Promote the Continuous Enrichment of Product Types and the Continuous Improvement of Supply System

When developing wellness tourism, each region should start from the actual wellness tourism resources of the current period and carry out comprehensive development of tourism products, specifically including traditional Chinese medicine, medical treatment, hot spring, mountain forest, ocean and climate health care products. The development of tourism products is an important support for the development of tourism industry. In order to promote the all-round development of tourism products to the greatest extent, we must fulfill the following two points: first, from the perspective of tourism consumers, with the existing actual resources as the support, appropriately increase some supply content with strong sense of experience and participation. Table 1 shows the common classification and product index grade of wellness tourism products.

Table 1. Common classification of wellness tourism products

Product name	Product ratio	Index level
Marine health products	57.21%	3
Hot spring health products	61.34%	1
Forest health products	55.98%	1
Religious health products	63.14%	2
Chinese medicine health products	71.25%	3
Health care products	80.15%	3
Climate products	54.21%	2
* Data are from the survey results		

(2) Promote Rational Layout Planning and Infrastructure Optimization

With the help of the advantages of Internet technology, to achieve the synchronous development of industry, education and research, to strive to form the characteristics and advantages of the development of wellness tourism in our country, and to promote the continuous improvement and

optimization of infrastructure are the key points of the development of wellness tourism in China. Relevant facilities include leisure and entertainment, basic health and security monitoring. Promote the continuous optimization of transportation, accommodation and catering industries. Adjust strategy according to the local conditions and the different development conditions and characteristics of each region, the wellness tourism industry should be rationally planned to promote its scientific development.

(3) Promote Continuous Innovation of Operation Mode and Improvement of Service

The development of wellness tourism products should break the traditional type of tourism mode, meet the consumption needs of the elderly and sub-health people, and attract some consumers who have a certain pursuit of quality and high-end, extend the travel time, Promote the continuous improvement of the re-visit rate, and urge consumers to complete the consumption pattern of "short-term play-migratory bird residence-long-term settlement".

4.2 Marketing Strategy of Wellness Tourism under the Background of Internet

(1) Promote the Continuous Optimization of the Construction of Wellness Tourism Website

At present, although the wellness tourism website in China is in the construction stage, the overall construction of the website is lack of professionalism, and the content of the website is relatively single, many wellness tourism website content is still a kind of introduction to tourism projects, other aspects are not fully displayed, and the display and information about all aspects of wellness tourism need to be improved, which is difficult to attract customers. The website construction of wellness tourism should ensure specialization and quality, emphasize wellness products and culture and other aspects, promote the continuous improvement of the website content and enhance the comprehensive attraction of the website. In addition, strengthen the interaction between online and offline, set up the demand interaction column on the website interface, It is convenient to understand the needs of customers at the first time; in addition, pay attention to the experience of tourists on the website, and provide the best quality website services, so that tourists can get the first-hand information through the website, and enjoy the convenience and richness of consumption brought by the wellness website.

(2) Promote the Standardized Construction of the Sharing Platform of Wellness Tourism Resources

In order to achieve the goal of high-quality wellness tourism and promote the continuous improvement of tourism mode and content under the background of Internet technology, we must promote the standardized construction of wellness tourism resource sharing platform, achieve the efficient resource sharing among tourism institutions and enterprises nationwide, and promote the formation of a joint force for the development of wellness tourism in China. The construction of the platform requires the cooperation of many parties to provide suggestions for the construction of the platform, and realize the real-time update and release of wellness tourism information in different places with the support of Internet technology.

(3) Strengthen the Construction of Tourism Professionals

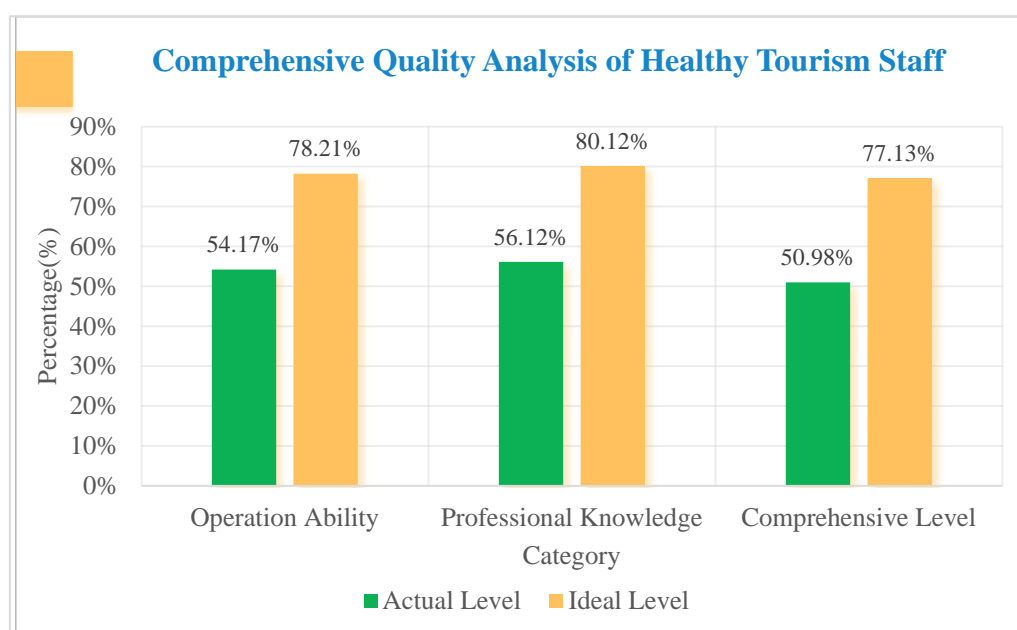


Figure 2. Analysis on the Comprehensive quality of wellness Tourism staff in China

Figure 2 shows the comprehensive quality analysis data of the wellness tourism employees in China. From the data in the figure, we can see that at present stage, the wellness tourism industry in China lacks professional talents, and the overall quality of the personnel is far from achieving the ideal effect. The actual operation ability, professional knowledge and comprehensive competency level are 54.17%, 56.12% and 50.98% respectively, far from the ideal level. The quality of wellness tourism staff has a direct impact on the overall level of the tourism industry, so wellness tourism staff should not only have a sufficient understanding of the Internet technology background, but also have strong technical operation ability. Therefore, the relevant departments should carry out good organization and coordination, carry out professional talent training, promote the continuous improvement of the professional quality of the talents in this area, promote the continuous improvement of the professional quality of the overall tourism personnel, and contribute to the development of wellness tourism in China.

Conclusion

Starting from the wellness tourism products and the whole wellness tourism industry, this paper puts forward specific marketing strategies from three aspects: website construction, sharing platform construction and professional personnel training. In general, in order to achieve the healthy and sustainable development of wellness tourism, its development and marketing must take the specific characteristics of each region as the main basis, Build a system of wellness tourism on line with the needs of consumers, improve from many aspects on the basis of Internet technology, and strive to achieve the rapid development of China's wellness tourism industry.

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