

Research Article

Discussion on the Practice of Marketing Strategy of Seafood Culinary Tourism and Standardization of Market Order-Sanya as an Example

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Abstract: This study makes research on Sanya seafood culinary tourism, aiming to achieve substantial effects in the supervision of Sanya culinary industry, especially the seafood snack bar market and promote the development of market economy in terms of culinary tourism. As an important part of tourism resources, seafood culinary tourism not only has the potential to attract visitors and enhance the attraction of tourism, but may also bring great economic benefits to the local tourism. However, some stalls in Sanya cheat visitors in order to reap fabulous profits. This paper firstly introduces the marketing strategy of Sanya seafood tourism based on the economic analysis method and do researches on the practical path of normative market order from the tourism capacity, demand season, price elasticity of demand, the contradiction of supply and demand balance and the regulation model, then initially put forward the targeted strategies, so as to achieve the well-running sales market and explores how to regulate the order of catering markets, directed at the phenomenon of the cheating of visitors in the seafood snack bars.

Keywords: Marketing order, marketing strategy, Sanya, seafood tourism

INTRODUCTION

With the continuous development of tourist market, the culinary resource of specialty, locality and culture has attracted people's extensive attention as the emerging cultural tourist product (Jinghong, 2010). On the one hand, diet is the material basis for tourist activities and the key component of the tourism industry; On the other hand, the culinary cultural can enrich the tourist activities, promote the taste of traveling and can increase the interest and benefit for the local tourism business. The delicious food can further flourish itself while promote the tourist development. Currently, Sanya has made certain achievement in the development of culinary culture tourism, which has been recognized and known by more and more people and plays a role in promoting tourism industry. Since the research done on the development of the resource of Sanya culinary culture tourism is only a little, to analyze the marketing strategy of Sanya seafood culinary tourism has important significance to promote the development and construction of Sanya culinary tourism.

The seafood snack bar is one of the specialties in Sanya tourist catering market. The visitors who come all the way to Sanya will taste the delicious seafood, which is unavoidable. However, few of Sanya seafood snack bars cheat visitors in order to make exorbitant profits. The incident of "Luodi Microblog" had very bad effect on the overall image of seafood snack bars in Sanya (Yuanfeng and Daiyan, 2012). How to achieve the substantial effect on the supervision of seafood snack

bar market, to provide favorable consumption environment for our visitors is the problem we should take into consideration. Therefore, this study firstly introduces the marketing strategy of Sanya seafood tourism and lists some models for Sanya tourism administrative department in tourism development and construction, then analyzes the normative market order based on the economic analysis method. The corresponding suggestions are put forward to eliminate the phenomenon of fraudulent business and promote the establishment of orderly seafood stall market and also promote its development of market economy in Sanya.

MATERIALS AND METHODS

Marketing strategy of seafood culinary tourism: With a variety of seafood, Sanya is an important fishing base and one of the largest distributing centers of marine product in the province of Hainan. Sanya local cuisine persists in obtaining fresh materials from local sources in the selection of ingredient. It chooses the local original meat, seafood and fruit and vegetables as ingredients. Its cooking techniques are primarily boiling, steaming, frying, stir-frying, stewing and braising (Qing *et al.*, 2011). Moreover, people's diet tends to be light, mild and fresh, since in is located in the tropic zone. Take the most famous ten dishes as an example, the cooking method is characterized by boiling lightly, which retains the original taste of the dishes to a great extent, reflecting the main features of original taste and flavor, being fresh and clean and being light and smooth

for Sanya cuisine, which is nutrient-rich and good for health (Guangqian and Yi, 2010).

Integration of delicious food, scenic spots and blocks:

Presently, the sightseeing tour simply does not meet the consuming demands of visitors who are seeking innovation and difference. However, to make the traveling mode interesting is the major approach to enhance the tourism competitiveness. The resource of culinary tourism itself possesses participation and enjoyment. The harmony and unity of dining environment with delicious food will bring about more pleasant surprise for the cuisine experience of guests. By combining closely the diet culture with the scenic spot culture, exhibiting it at proper section in the scenic region and selling the delicious food related to it, it will not only increase the earnings for the scenic spot and enrich the activities of visitors, but also it can help strengthen the recognition of visitors on the culture of scenic region. Nowadays, tourist city has gradually grown into tourism of city, it is particularly important to combine delicious food with blocks, since it not only meets the taste-goblet of the visitors from other places, but also provide the local citizens with recreational items. Today many cities have the special snack street, which has become the local scenery. Sanya is taking efforts to build the culinary culture street with certain size, beautiful environment, security and environmental protection, so as to promote the development of seafood tourism industry (Yining, 2013). The culinary street mainly highlights the local cuisine speciality of Sanya and deepens the understanding of visitors on the local culture of Sanya, through the transmission of culinary culture.

Combination of delicious food with routes: Against the features of cuisine in Sanya and combined with the market needs of the visitors in various consumption levels, design and develop the culinary tourism routes

with different style and level. For example, in term of Sanya most famous ten dishes, develop "Most Famous Ten Dishes Tourism", which takes the original places of the famous dishes as routes for the traveling on customs and habits of various places and tells in details the origin, history and the related stories of the famous dishes while the tourists could get involved in the picking and producing of the dish ingredients, so that the tourists could not only taste the authentic famous dishes and understand the culinary culture, but also take in the sight of Sanya customs and habits apart from that of the conventional routes; Develop "Racial Culinary Tourism of Customs and Habits" based on the unique and typical cuisine of Li, Miao and Hui people, Which is characterized primarily by the taste of the typical diets of Sanya minorities, participation into the diet activities and experience of national customs, supplemented by the viewing of national architecture and landscape and reflection of song and dance forms; Develop "Seafood Culinary Tourism" on the basis of Sanya typical marine resource, such as on-sea fish raft seafood cuisine, which is characterized by the tourists sitting on the on-sea fish raft to watch the boss to catch fish from the sea and process immediately, or the tourist doing it themselves to catch fish themselves and letting the relevant service staff to tell the origin of the fish raft, the special significance, seafood production process and so on, so that the tourists could understand the culture of the fish raft.

Combination of delicious food with festivals and commodities:

To hold the culinary culture festival or culinary activities is one of the most common and effective form of the tourism development of Sanya culinary and cultural resource (Anguo *et al.*, 2013). On one side, by holding the culinary culture festival with the delicious food as the theme, it can display the

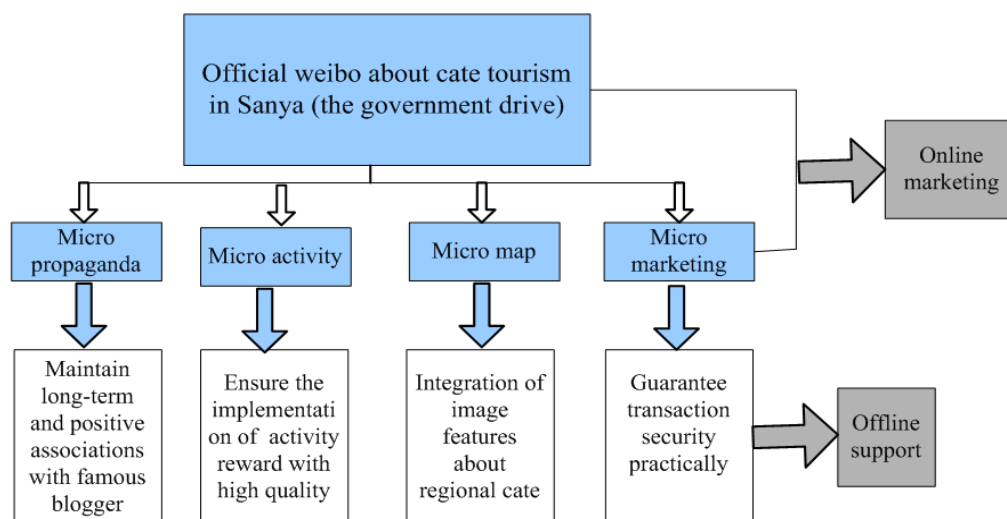


Fig. 1: Figure of microblog marketing mode of culinary tourism

culinary culture and amplify the awareness and reputation of Sanya cuisine and attract visitors to come to visit and taste, through numerous cuisine exhibits. On the other side, by taking the advantage of lots of international and domestic festivals and events as well as the characteristic of diversification of delicious food, it can hold the activities of culinary theme. By making preferential policies, encourage enterprises and the related organizations to strengthen the efforts to develop the culinary products, enrich the varieties of Sanya tourist commodities and create the brand of Sanya tourist commodities.

Carry out the microblog marketing mode of culinary tourism: Unlike scenery, the delicious food is not as well-known as scenery in terms of its popularity, dispersibility, etc. Therefore, how to carry on the marketing of the culinary tourism product has become the key importance. Since the microblog landed on China, with its grass root feature and astonishing diffusibility, it has rapidly occupied the media market, more and more enterprises and units have stationed in the microblog to conduct the propaganda service work and the number of enterprises using microblog to carry on marketing is rapidly increasing. Moreover, the popularity and dispersibility of culinary tourism come along with the features of grass root and timely sharing of microblog. Therefore, making use of microblog to do the marketing of culinary tourism is the key point of the marketing strategy of Sanya culinary tourism. The mode of microblog marketing is as shown in Fig. 1.

RESULTS AND DISCUSSION

Economic analysis results: Tourism supply capacity is, under certain conditions of space, time and price, the maximum number of the tourist products the travel operators are able to provide, is often reflected by the visitors received (Jian *et al.*, 2012). The expansion of tourism supply capacity is restricted by the conversion rate of investment and environment bearing capacity, like local tourism resource development, infrastructure and accommodation facilities. Under certain conditions of time and space, the quantity of tourist supply will be inevitably limited by tourist supply capacity. Sanya planning was conducted as middle-sized and small city in the past, its construction of infrastructure and accommodation facilities small room of change in a given period of time. According to the western economic theory, in a short period of time, the elasticity of Sanya tourist supply is small. As shown in Fig. 2, when the supply quantity is lower than Q_3 , the supply quantity grows from Q_1 to Q_2 with the price rising from P_1 to P_2 and the variation of supply quantity is $\Delta Q_2 = Q_3 - Q_2$; $\Delta Q_1 > \Delta Q_2$, with the increase of supply quantity, the variable of supply quantity

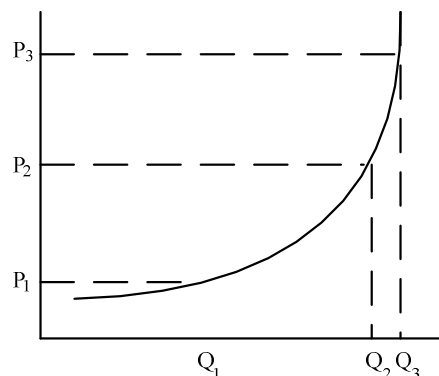


Fig. 2: Sanya tourist supply curve

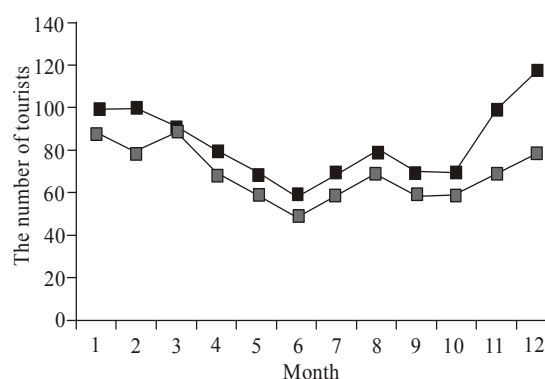


Fig. 3: Visitors receiving situation of year 2010 and the year 2011

caused by the variation of the same price will be smaller and smaller. Because it is restricted by development and investment of tourist resource, investment in infrastructure and accommodation facilities, as well as environment bearing capacity, after the supply quantity increases to Q_3 , although, the price rise further from P_3 , the increase of tourist supply will be smaller and smaller, even 0.

The supply quantity varies in the direction the same with that of price, but with the rising of price, the variation of supply quantity caused by the variation of the same price will be lower and lower. In term of price elasticity of supply, with the increase of price and supply quantity, the price elasticity of supply will diminish gradually to 0 in the end.

Seasonality of supply and demand: Because of the factor of physical geography, in winter, Sanya tends to be especially warm and mild with respect to other places of our country, therefore, Sanya has become the first priority resort for visitors. From Fig. 3, it can be seen, in the 2 years, the years of 2010 and 2011, the receiving of visitors in Sanya showed obvious seasonality. From October each year, the number of visitors to Sanya will increase month by month and the tendency will last to February or March next year.

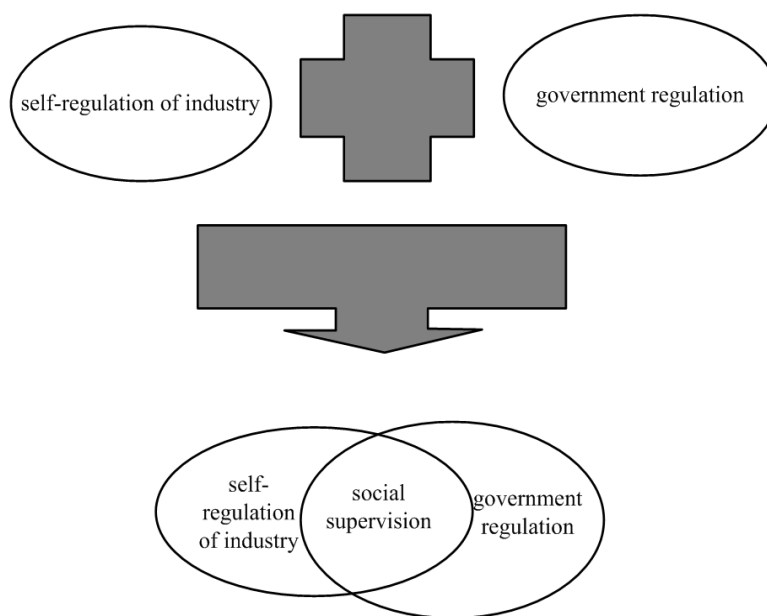


Fig. 4: Supervision model

Discussion of price elasticity of demand: Sanya is located between the northern latitude from 18°09' 34'' to 18°37' 27'' and the east longitude from 108°56' 30'' to 109°48' 28''. The ideal geographical location makes the climatic resource and tourist resource of Sanya have very strong peculiarity and irreplaceability across the country. Especially in winter, when most of the places of the country are freezing covered with ice and snow, but in Sanya, the sun is shining and the weather is as warm as spring. For the reasons of geography, economy and seasons, the visitors lack sensibility in the price if the tourist product. The price elasticity of the tourist commodities is much smaller than other places. As shown in Fig. 3, its curve of demand is shown steeper and its slope absolute value is greater. When the overall price of the tourist product rises from P1 to P2, the price variation is $\Delta P = P2 - P1$, the need for the products decrease from Q1 to Q2 and the demand variation is $\Delta Q = Q2 - Q1$. It is clear that the price variation ΔP is greater than the demand variation. The demand price elasticity coefficient is:

$$e_d = \frac{\Delta Q}{\Delta P} \cdot \frac{P}{Q} = \frac{dQ}{dP} \cdot \frac{P}{Q} < 1$$

According to the relation between the demand price elasticity coefficient and earnings, the demand price elasticity coefficient is lower than 1, the amplitude of the price to rise is greater than that of the demand to decrease and when the price is rising, the income of the seller will increase. Therefore, the travel operators have the impetus in the rise of price, but the capacity of consumers of bargaining is very low.

Balance conflicts from supply and demand: On the side of supply, Sanya should enhance the cooperation with the surrounding regions in the tourist development, the traffic management, the construction of infrastructure and accommodation facilities, etc. In the peak tourist seasons, transfer part of the visitors to the surrounding regions to relieve the bearing pressure of Sanya in the peak tourist seasons (Xiangge and Hua, 2010). In term of demand, Sanya should further optimize the tourism product structure, improve the tourist cultural connotation and strengthen the guidance of the tourist marketing, so as to make more tourists make decisions to visit Sanya in the slack seasons and balance the obvious seasonality differences in Sanya tourism demand.

Promote regulation with innovated supervision mode: At present, the supervision of the seafood market more relies on the government supervision. Practically, it has been proved that the tradition mode of independent supervision by government does not conform to the supervision reality (Huali, 2010). Therefore, in the specific mode to realize, it should transit from the independent government supervision to the combination of government supervision, self-regulation and social regulation. As shown in Fig. 4, this kind of supervision can not only improve the efficiency of government supervision by large margin, but also lower the supervision cost; it can not only carry out effective supervision on the management behavior of the seafood snack market, but also promote the benign competition of the seafood snack bars; it not only promote the development of the seafood snack market, but also meet the demands of the consumers (Xuejun, 2012).

CONCLUSION

The culinary tourism could be regarded as tourist activity of cultural connotation and participation interest, which is characterized by the primary tourist motive of taste of the different place cuisines and understanding of the typical cuisine culture, supplement by the sightseeing of the local natural cultural landscape. The culinary, which can propagate the local culture and promote the economic development, is the inevitable trend of the culinary culture tourism. Cuisine as the pursuit and demand of people's modern life, for its rich payoffs it has brought about, has inspired the hot enthusiasm on the culinary tourism development, which is indicating the culinary tourism has enormous development prospect. Sanya can establish scientific and efficient management mechanism of the catering market, effectively protect the legal interest of the visitors and ultimately realize the sound and rapid development of Sanya tourism industry, only by effectively solving the catering management issues in the tourist off-seasons, fully realizing the information symmetry between the tourists and the restaurant operators, increasing the extent in rewards and punishment, facing up with the complaint of visitors.

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