

Research Article

Regional Senior Tourism Marketing Strategy Research

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Abstract: In this study, we have a research of the regional senior tourism marketing strategy. The father of modern marketing p.m. Philip once pointed out: The phenomenon of people seems very fierce market competition, hides a deeper phenomenon that is service competition is the nature of competition in the market, excellent service, not to mention the excellent marketing. The importance of service marketing have become increasingly prominent, want to invincible in market competition, service enterprise will from the whole effort, flexible use various strategies to create a competitive advantages, especially well service marketing work, so as to win in the competition. Based on the background of senior tourism market, adopted for the study of integrating theory with practice, pointing out the research method of the implementation of regional tourism marketing strategy for today's senior tourism market will create new competitive advantage of strategic significance.

Keywords: Elderly market, marketing strategy, regional tourism

INTRODUCTION

Since entering new century, "tourist" and "silver red-beautiful-unique tourist", "filial piety parents swim" tourism new name entered people's eyes and more and more frequent travel layout in various media. Tourism is no longer regarded as young people's right. Older tourism is the situation with vigorous in all parts of the country and with the economic efficiency and the social efficiency also gradually by tourism industry attention and all circles of the society. On the regional tourism marketing strategy, the study also becomes an important and meaningful task (Shen, 2007). The topic of the research uses the theory and practice of research method, combining empirical investigation and specific data support, through to the Chinese regional tourism development situation of the service marketing the actual cases and statistics and data analysis, the logic of using modern marketing and management science and psychology theory knowledge to study and work in the field of tourism with work experience accumulation and some questions in previous research accumulation is based on the research results of the written into.

- **Regional marketing definition:** Regional marketing is the result of marketing theories and methods in the application of regional economic activity and expansion in recent years. Due to the development of regional economy and regional competition intensifies regional marketing concepts in the 20th century by home and abroad in recent years, more attention should be paid to further development (Hu, 2009). According to

professor at northwestern university, marketing management authority Philip, the definition of the regional marketing p.m. is will region as a market oriented enterprise, will determine the future development vision for the region remains an attractive products, to strengthen local economy foundation, active marketing region characteristic, meet and attract the existing and potential target market more efficiently.

- **Tourism market definition:** In the human society development, the market is the productive that forces develop to a certain stage; belong to product of commodity economy category. The earliest definition of market people refers to the Commodity Exchange took place, was later extended to places of Commodity Exchange. Therefore, the traditional sense of tourism market, is tourists and travel products provider both buying and selling tourism products of places (Ying, 2005).
- **Regional tourism marketing of meaning:** The regional tourism marketing is regional marketing concept and method in tourism field of applied for regional marketing of the tourist market of special form, still have the general properties of regional marketing (Chen, 2009). In this marketing form, by the local government and main marketing of tourism industry and all stakeholders in a unified form, their brand and image participation in tourism market competition, through the full play the overall tourism function area to meet the target market tourism needs, so that this area have become features and attractive tourist destination,

thus finally promote regional tourism value, improve the assignment of the regional tourism competitiveness (Ma, 2008).

- **The significance of regional tourism marketing:** The regional tourism marketing is the regional tourism development strategy; the fundamental goal son strategy is the guarantee the realization of total strategy. Specifically, the implementation of regional tourism marketing has the following two points:
 - **Through the marketing activity to realize regional tourism value:** Usually people provide the entire region of tourism services as regional products. But in recent years, with the study of marketing theory, marketing gradual deepening scholars believe that the customers to buy and consumption is by no means the products, but value.
 - **Create regional tourism core competitiveness:** In the background of economic globalization, not only is the enterprise, national and regional will directly facing the global competition, much theory is an area of operations to directly as a business. An enterprise to a firm foothold in the market competition, even on the beat is its core competitiveness, area also are same, same to develop its regional core competitiveness. But the travel market globalization more apparent, creating characteristic of the urgency of regional tourism core competitiveness than general market stronger (Zhang, 2008).

In this study, we have a research of the regional senior tourism marketing strategy. The father of modern marketing p.m. Philip once pointed out: The phenomenon of people seems very fierce market competition, hides a deeper phenomenon that is service competition is the nature of competition in the market, excellent service, not to mention the excellent marketing. The importance of service marketing have become increasingly prominent, want to invincible in market competition, service enterprise will from the whole effort, flexible use various strategies to create a competitive advantages, especially well service marketing work, so as to win in the competition. Based on the background of senior tourism market, adopted for the study of integrating theory with practice, pointing out the research method of the implementation of regional tourism marketing strategy for today's senior tourism market will create new competitive advantage of strategic significance.

REGIONAL TOURISM SERVICES MARKETING THE STATUS QUO

- **Tourism development situation:** Senior tourism market as one of the tourist market segment

market, has distinguished from other travel market segment some obvious features, only treat it seriously, tourism enterprises to senior tourism development can be targeted. It's characteristic almost performances in the following aspects:

- Increased the demand for mental consumption, generally have trips desire. In the 1990s, China has family structure has larger changes, China city of appears in the "empty nest family". In most of the time, the old man is lonelier, eager to communication and comfort and arranges reasonable tourism is one of the preferred ways.
 - A tour and frequency long trip tourist's polarization and more. Suffer physical condition and economic conditions and other factors, the elderly polarizing travel frequency present state, the body and economic conditions are relatively good, outing higher frequencies; conversely, is low.
 - Older tourists with male mostly. The 2008 Jiangxi tourism planning market survey shows: the elderly female ratio is 75.4: tourists, far above the national average of 2.46 data; its travel more than age also focused on 55 to 64 ages, especially in 55-59 years of age in the majority, the half above.
 - Travel, with a single purpose tourism is given priority to, have traditional tourism features.
- **Regional tourism the importance of service marketing:** Develop tourism market, not only can better meet the old people growing consumer demand, but also helps to social stability and improve the quality of life of old people, making the old in full and happy state in which to pass his old age, fully embody national civilization and social progress. The regional tourism services for tourism has become the main strategic means competitive advantage, service competition to become a 21st century enterprise competition's ace in the hole, the importance of service marketing has become more obvious. First, the senior tourist's market competition is an inevitable trend. Second, it is to strengthen the construction of business ethics requirements. Third, is to create a commercial service brand foundation.

REGIONAL TOURISM MARKETING PROBLEM DIAGNOSES

In recent years, more and more old people want to take it outside for tourism and the huge potential of senior tourism market for tourism, Needless to say contained. But older tourists also reflect tourism group

personalized service does not reach the designated position, tourism quality problems such as insufficient specialization. Mainly embodied in the following aspects:

- **Service products can't meet the demand of diversification:** With China's entry into an aging society, the senior tourists market with the vigorous development of Chinese tourism industry and begin to rise. The country's aging population is growing, demand also inevitable diversification, especially as the elderly various income changes, the difference of the very serious elderly consumption, even quite a number of old people has produced traveling abroad, air travel, vacation and travel and all kinds of special tourism motivation. However, the current product design or machine-made, of 1000 people one side team for sightseeing. Domestic tourism enterprise most elderly is still at the primary stage of growth and lack of silver market further development, the design of the product, the quality of the service, answer the group's ability is not meet the increasing the senior tourists market demand. Most of the travel agency in the development of tourism products less elderly when elderly consumer demand or features design the procurement of professional products, the existing product for the old psychological and physiological analysis of tourism is not doing enough, most eager for the elderly, no efforts of design tourist service products.
- **Enough senior tourism specialized service:** Domestic lacks special tourism services provide for the aged and the professional travel middle-aged tourism market, the senior tourists market than show itself easily to the differences of traffic lodging comfort: the demand is higher, the whole circuit design and schedule should with slow primarily, shopping is rational, consumption level low overall. Due to the existence of these differences, domestic most travel agency reluctant to adjust one's own management strategy to cater to this new market, that appear to face the flavor of the big cake but little-noticed situation, this will give many old people travel caused obstacles.
- **Services coordination lost credibility:** Business ethics as business management thought, management style and management behavior of norms and standards, specific content is "sincerity" and "true" shows. However, at present, some enterprises be blinded by greed, many merchants verbally Shouting "customer first", "customer is our god", actually bring cheat consumers as objects, consumers' rights and interests infringed. Chinese consumer society was in a nationwide

investigation, a survey by the consumers, pancreatic trauma must damage commercial fraud. From the market for the services provided by the state, the quality of service while judging than a few years ago some improved, but low quality service, unqualified services, even fraud service, or pretty much. Some agencies for the elderly the focus on prices, roll out ultra low-cost travel routes, actual is releasing false information, in the journey that need consumer, leading to the project at many consumer fraud, also disrupt the normal tourism market.

- **Service quality management is not sound:** The elderly often is the weak, if not traveling with a group of doctors, will make them perform many concerns. Nowadays like Hainan, Kunming, some conventional line, old people is not equipped with grouping tourism with the team doctor. Agencies are usually explanation is: "our tour guide is rich in medical knowledge, general disease can deal with and they also contain some standing drugs." Not only that, in the off season, travels and even not arranges the journey with accompanying, care and by flight attendants by transportation departments responsible and travel alone without relationship, only after arrival in tourism by local tour guide meet regiment. Old people once not agile, the foreign minister of walking and context, time there will be a lot of inconvenience, if not the whole care personnel, reduces their tourism process experience degrees.

ADVICES AND SOLUTIONS

- **Service differentiation strategy:** Senior tourism consumers' demand increasingly diverse and personal travel service providers, inevitable requirement for elderly tourism consumer's services continuous innovation, meet senior tourism consumer demand. First of all to do work, senior tourism market subdivision market segmentation pertinently design purpose is to senior tourism service products, make the tourism service product varieties on maximum satisfy the needs of elderly. Including: medical fitness for the main purpose of tourism form; Suitable for old people visiting entertainment type tourist form; the travel agent and community tourism service products jointly; new endowment concept of ecotourism service products and elderly interests and hobbies to the elderly knowledge-based tourism services products. Secondly, we should explore service demand, through and old customers establish, maintain and safeguard both good relationship based on mutual benefit by providing

good service, can make the tourism enterprises get the timely feedback information, explore its sales of its service is of important value opportunities. Creating demand, not pure bug customer realistic or potential need, but for the elderly customers caused demand and buy cause; It is not simply copy the old marketing model, but with the creative vision to examine and analysis the consumptive idea of senior tourism customers such as the elderly health decided to service the particularity of the elderly, is to demand according to the physiological and psychological characteristics of elderly people to develop products, especially in product safety, health care conveniences, a prominent feature sexual. Once again to develop services new products, service products is the tourist enterprise marketing one of the most important factors, is the key to improving the competitive tourism enterprises. Tourism enterprise only marketable service product development can adapt and satisfy the senior tourist's market demand. On the one hand, circuit design wants reasonable, can be summarized as: public benefits according to swim and swim inhospitable mainly benefit; Traditional swim and swim according to characteristic features swim primarily. On the other hand, can according to old people pay attention to preserve one's health, old to nostalgic characteristics, the use of our numerous "organic" leisure tourism form, let "urban old man" to rural, remote village, rural to leisure tourism, product farmhouse meal, enjoy blue mountains and green waters, comprehension landau, also for numerous tourist scenic spots offers opportunities for development.

- **Service brand strategy:** To provide the superior quality considerate service create a good public praise, serve more profession to turn and make "the setting sun is red" more beautiful. Tourism enterprises should establish service brand, generally can take the following ways. First, the senior tourism service market overcome scattered status. Senior tourism services in scattered environments, not a tourist enterprise competition occupy significant market share, nor is a travel enterprise able to implement the senior tourism service market significant influence. If a tourist enterprise can overcome scattered condition can be establishing tourism service brand. Second, carry out brand innovation. Brand innovation usually by continuously improving service products, service enterprise's popularity and reputation and constantly improve customer satisfaction. We should grasp the characteristics of old people and gradually get older tourism features, a series of

suitable for senior tourism scenic spots lines, a reception operation process standardization service system, a suitable for elderly life characteristics and regularity of the standard.

- **Internal and external marketing consistent strategy:** Tourism Services Company's traditional marketing essence is for the enterprise external customer external marketing, is one of the important function to provide customers with promotion way, make its commitment to eliminate the risk of service products and stimulate consumption sense expectations. However, further study showed that the final assessment of service customers depends not only on the actual provide service level, the key still is to provide the service and the actual promises to compare the service, only when both coordinated or the latter than the former level, just can make the satisfaction of customers receive services. On one hand should will itself information objectively transfer to tourists, don't exaggerate and not beautify, increasing the credibility? On the other hand, importance should be attached to each to tourism guest, provide the good experience space and win good reputation, stop the pit, Mongolian, turn, cheat etc hastening happens. Domestic tourism enterprises should according to oneself orientation and enterprise's actual situation, do with international connecting rails, try to do hypermarkets "whole-process service", should service do fine, do fine, do point, finish sales before, during and after the entire process.
- **Quality services strategy:** To do service marketing work, tourism enterprises must provide quality service for the customer. Only quality services to attract the attention and elderly customers can activate the senior tourism market. As for education, CS ideas on enterprise faculty concept education, make CS the concept of "customer first" thorough popular feeling, make the staff can truly understand and recognize the importance of CS strategy and form to adapt to this enterprise culture, namely a customer full of love for ideas and values. We can also emotionally service and improving service quality. Keep informed the actual needs of customers with "heart" services, with the "emotion" services, will every transaction as affection exchange; make great efforts to meet customer's various psychological demands, the service object feel warmth. Win bought with money reputation, in order to improve enterprise cohesive force. Strengthen service process quality management, can greatly improve the customer feeling of overall service quality, help enterprise set up the good

market image, strengthen the cultivation of professionals with education, make its set up the good professional spirit; Widen staff aspect of knowledge, enhances its business technology level; Make scientific management procedures, strict service management work system. We have to really etiquette service, attentive service and efficient service.

CONCLUSION

Old people in our country are a huge group, the development of tourism, which can improve the alderfly's quality of life and may slow the aging population adverse influence on our society. Along with market demand new features of generation, the regional tourism marketing in specific strategy, strategies will continue to expand and develop. To strengthen regional tourism marketing strategy research will bring considerable economic benefit and social benefit. Regional tourism marketing strategy must be unique in tourism planning, made great contribution to the development of tourism.

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